

Simple Tools for Superior Service



Jamie Matczak
Education Consultant
Wisconsin Valley Library Service

What We Will Discuss:

1) Customer Service: What, Why & the Four Ps

2) Best Practices: Face-to-Face

- Organizations to Model
- Positive Language
- Body Language
- Facial Expressions

3) Best Practices: Phone and Email

4) Active Listening, Keeping Calm, Creating a Positive Work Culture

5) Creating a Positive Work Culture

6) Implementation and Assessment

What is it?

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.

We waited
30 min
NO SERVICE

*“It’s how we interact with our patrons,
and loving our patrons.”*



Can it be improved?

- Set Expectations
- Have Guidelines for Unhappy Customers
- Offer Alternatives To “No” or “I Don’t Know”



Discussion

In 10 words or fewer,

What does excellent customer service
mean to you?

How would you assess yourself?

1

5

10

Characteristics

- Promptness
- Politeness
- Professionalism
- Personalization



3 Things to Instantly Elevate Your Service



Jamie Matczak <jmatczak@wvls.org>

Goals: Aug. 19

8 messages

Jamie Matczak <jmatczak@wvls.org>

Mon, Aug 19, 2019 at 7:38 AM

To: Marla Sepnalski <msepnalski@wvls.org>, Anne Hamland <ahamland@wvls.org>, Joshua Klingbeil <jt.director@wvls.org>, Kyle Schulz <ils.admin@wvls.org>, Rachel Metzler <rmetzler@wvls.org>

Standard:

- Monday Mentions
- Digital Lite
- Post Library Jobs to WVLS Website
- Schedule Daily Facebook Posts
- Gather Wild Wisc Information on Google Doc
- Work on Retreat table topic/presentation
- Buy stuff for Retreat (on list)
- Get Sherry update for NWLS Director's Meeting (Tuesday)
- Film and caption Digital Byte (Mailchimp)
- Marketing Cohort work (draft plan)
- LAC meeting minutes (listen and write them up)
- Strategic Planning meeting in Three Lakes (Thurs)
- Email to Jennifer/Brandon on goals

Jamie

Jamie Matczak
Education Consultant, WVLS
Continuing Education & Training Consultant, NWLS
920-455-0668



Best Practices: Face-to-Face

Nordstrom

- Department Store (first only shoes)
- Based in Seattle
- Founded in 1901



Nordstrom

- A Nordstrom salesperson rarely points. They walk.
- Salespeople walk your purchases around the counter.
- Departments trained to answer the phone by the 3rd ring.
- Use Your Best Judgment at all Times.



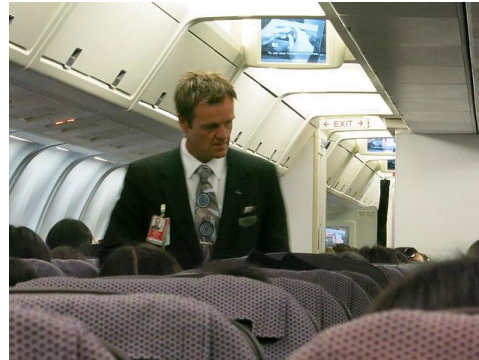
Southwest

- Major airline based in Dallas
- Known for its low costs
- Still includes the extras
- Best Place to Work



Southwest

- Apologies
- Free Vouchers
- Anticipate



Festival Foods

- Grocery Chain
- Started in Onalaska, WI
- 1946, same family



Festival Foods

- Boomerang Principle
- 10-Tile Rule
- Accomodating



How could we incorporate these?

- 10-Foot Rule
- Apologize
- Answering the phone by the “x” ring. No voice mail
- Walking customers to an item



The next time you receive excellent service...

What could I do to incorporate this at the library?

How could I encourage our staff to use these practices?



Southwest®

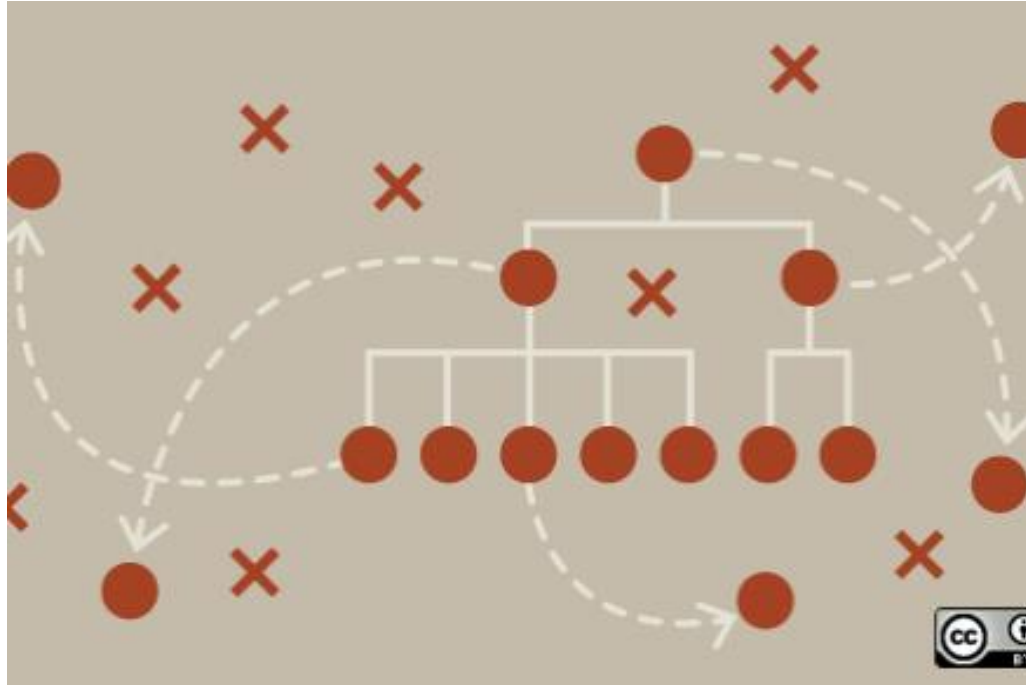
festival
foods

Up Next

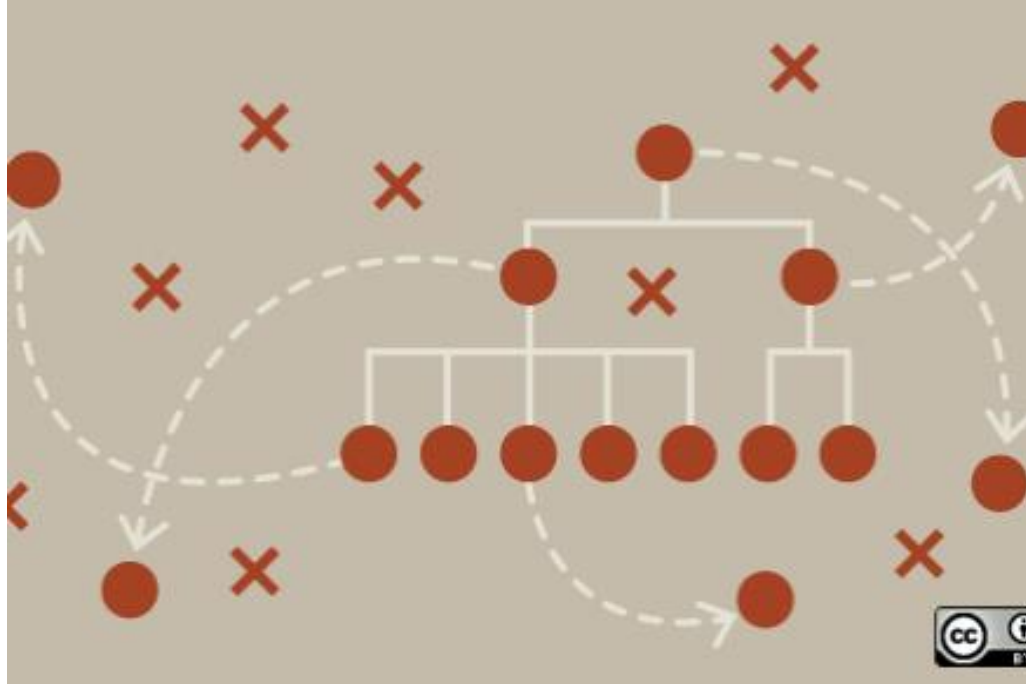
- Role of Positive Language
- Role of Body Language
- Facial Expressions



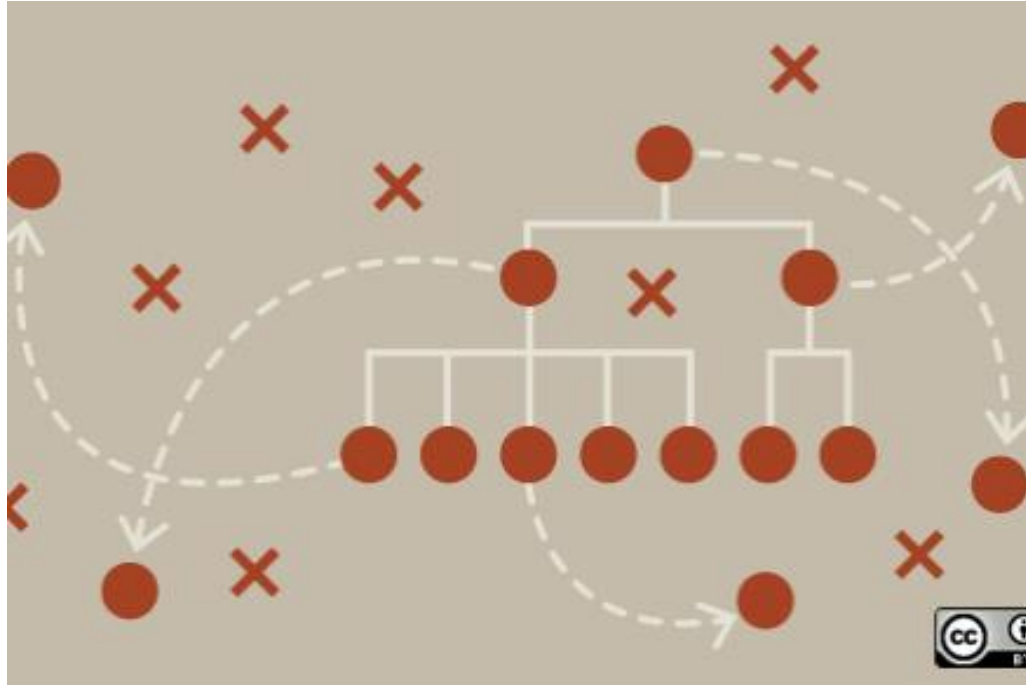
Playbook of Phrases



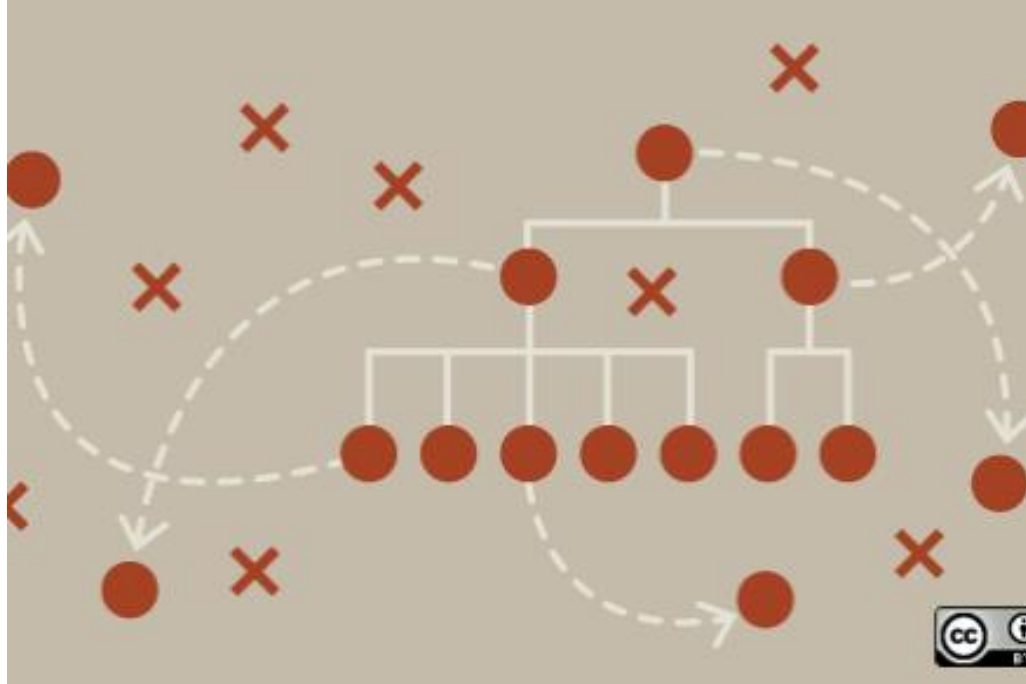
“Happy to Help”



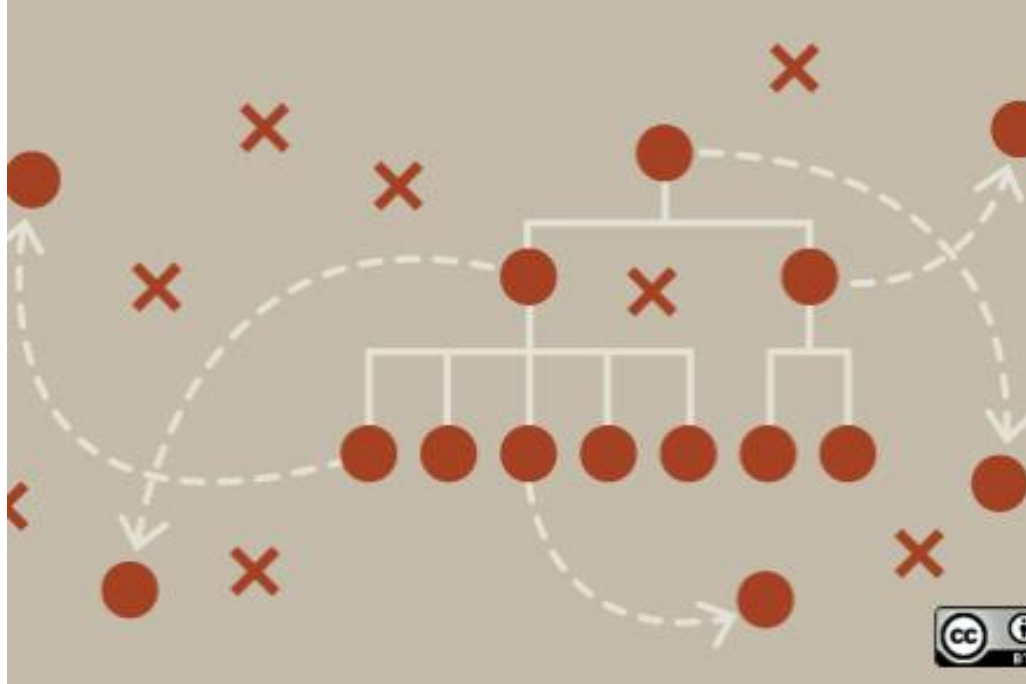
“I understand how (blank) you must be”



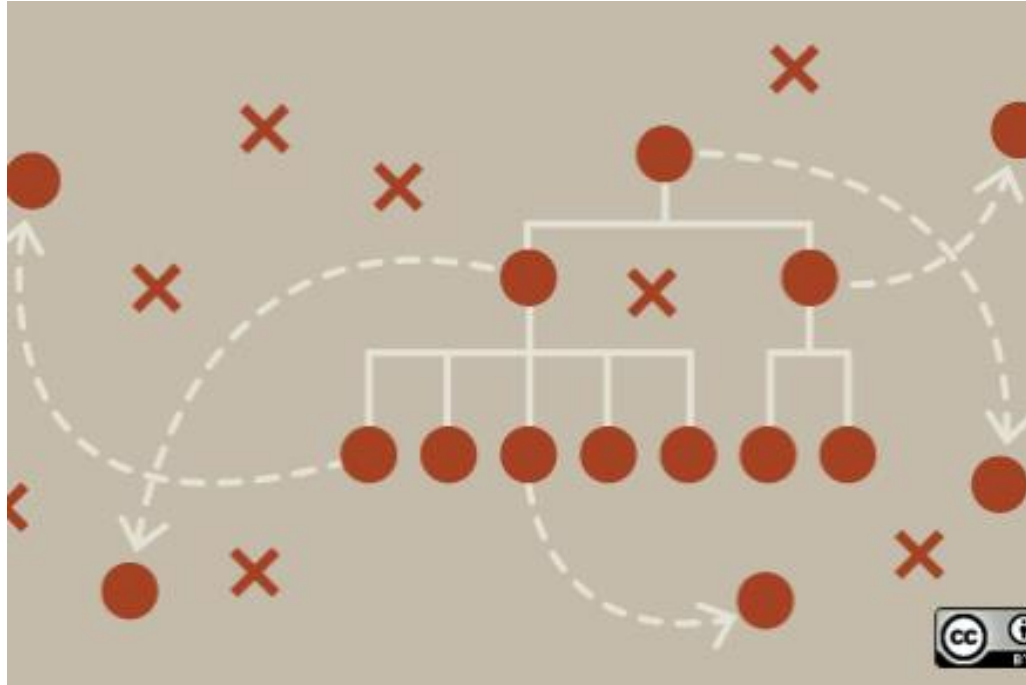
“As much as I wish I could help”



“That’s a great question, I will find that out.”

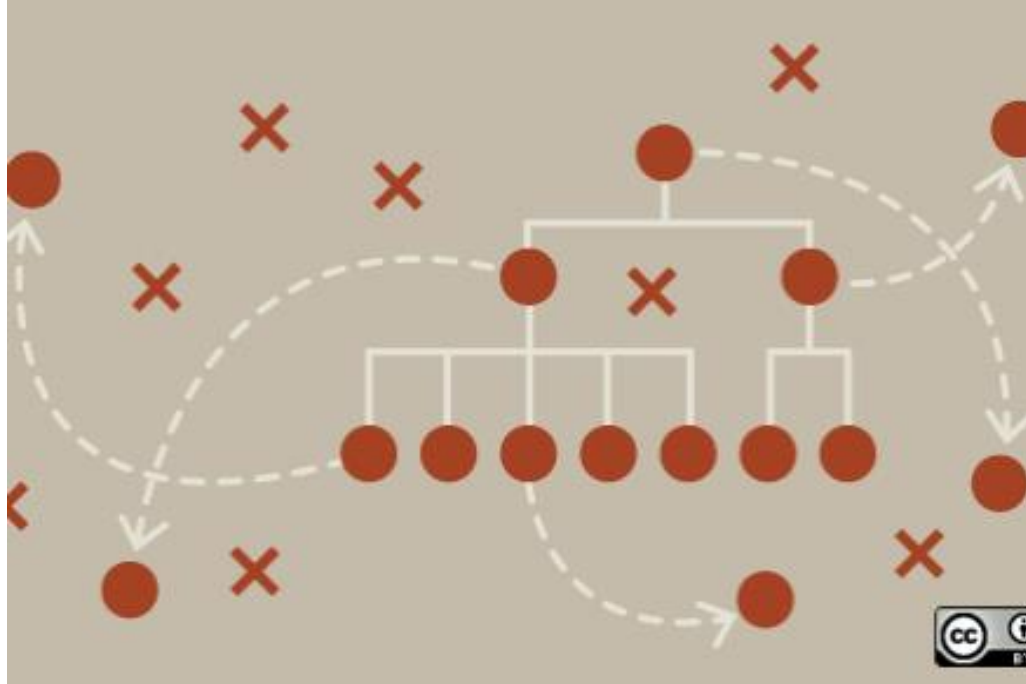


“May I ask why that is?”

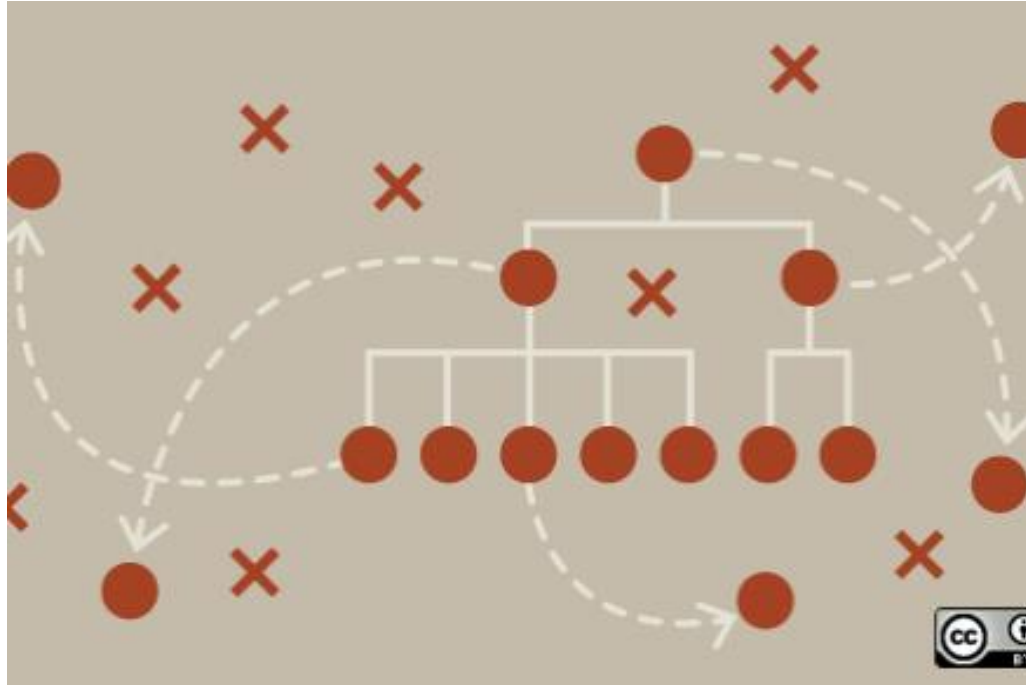


Let's Play!

“Thanks for bringing this to our attention”



“How may/can I help you?”



What Not to Say



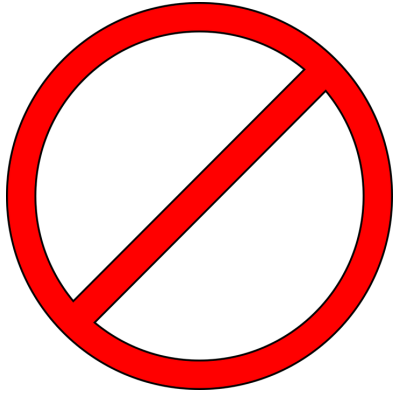
You Can't



What we can do is...

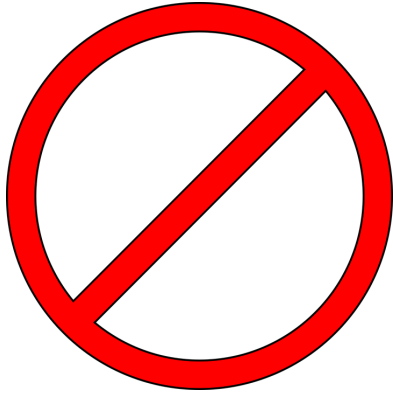
An alternative would be...

I Don't Know



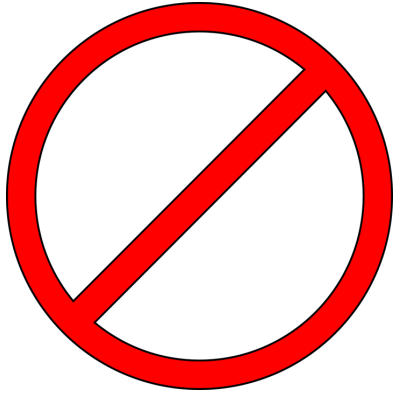
Let me find that out
for you. Is there a
number where I can
reach you?

The “Pass-along”



Let me find that out for you. Is there a number where I can reach you?

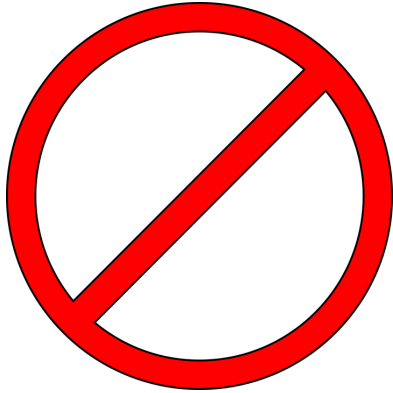
“That’s Our Policy”



To provide you with
great service, we...

Let's Play!

“I know it’s a (blank) rule”



I understand your frustration, and this is why we have this in place.

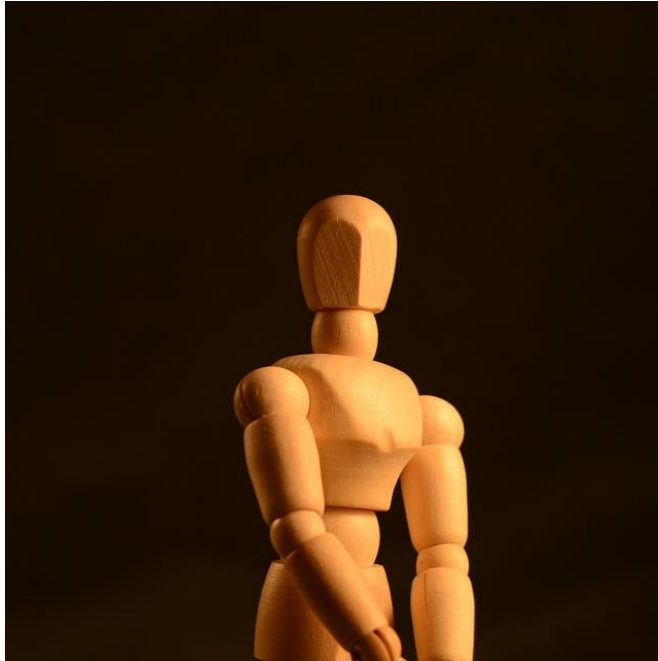
Positive Body Language

Nonverbal movements and gestures that are communicating interest, enthusiasm, and positive reactions to what some else is saying.

60% to 90% of communication is nonverbal.

Tips For Positive Body Language

Posture



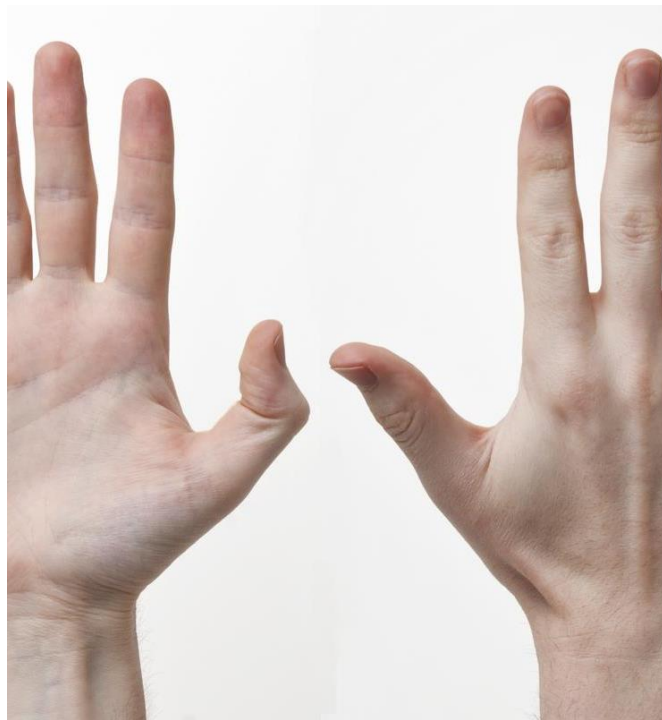
Leaning



Arms



Hands



Turning & Facing



Head Up



Eye Contact



Taking Notes



Shoulder to Shoulder



Body Language to Avoid

- Tapping / Fidgeting
- Touching Your Face
- Checking the Time
- Sitting on the Edge



Why are facial expressions important?



Facial Baseline

The neutral expression on your face.

What is yours?

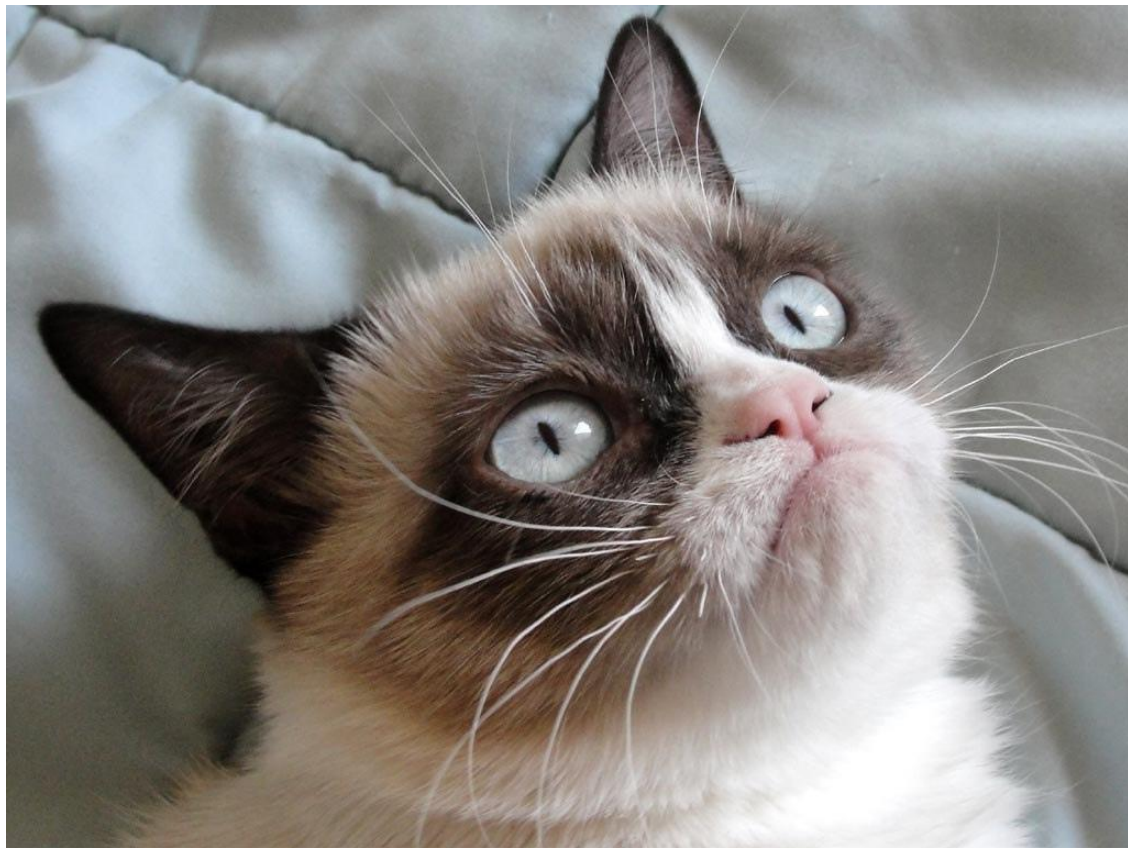


What is yours?



Resting B*tch Face

a **facial expression** (or lack thereof) which unintentionally appears angry, annoyed, irritated, or contemptuous.



Tips for Basic Facial Expressions



Smile, and
Don't
Overdue It

Pressed lips



Affirmation



Nose Crinkling



Best Practices:

Phone and Email

(Comments/Questions?)

Phone Best Practices

No Script, but Anticipate

46 47 48
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Answer with a Smile



Minimize Silence



Avoid Transferring/Long Holding



End with 2 things:

Did I answer your question?

Is there anything else I can help you with **TODAY?**



Email Best Practices

What To Not Say

Negativity
Complaining
Being Defensive



Use appropriate content



Personalize your message



Saying I'm Sorry, I'm Sorry, I'm Sorry



Use Definitive Words

Hopefully

Just

Kind of, Sort of

Actually

Contact Me



Active Listening, Keeping Calm,

Creating a **Positive Work
Culture**

Keys to Active Listening

- Control Distractions
- Separate Facts from Opinions
- Avoid Interrupting
- Ask Questions
- Take Notes



Let's Practice

Where's the last place you dined out?

What did you have?

Would you order it again and why?

Listening Exercise

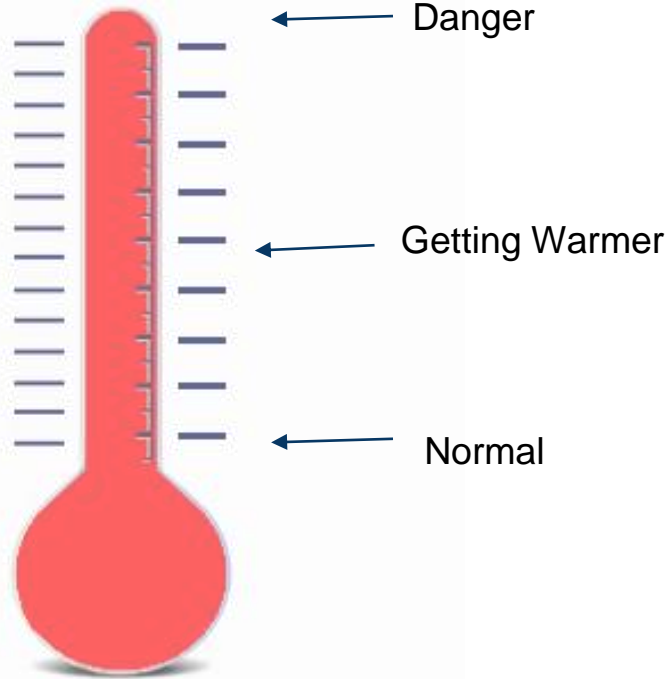
Did you try the techniques?

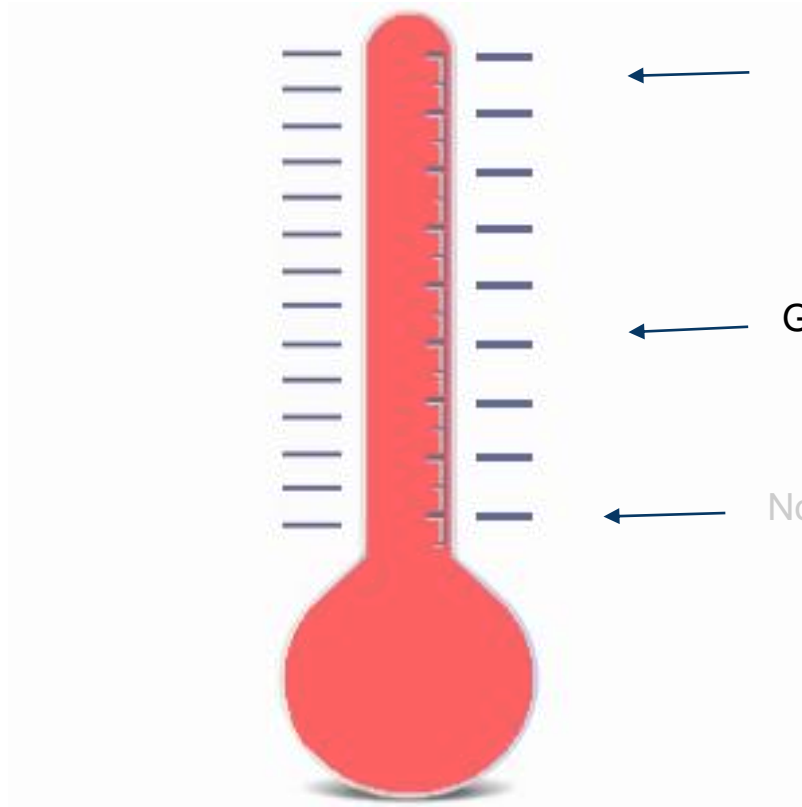
Was it tough to focus?

Did these “tips” come easy to you?

**MEAN
PEOPLE
SUCK**

Keeping Calm: Our Thermometer



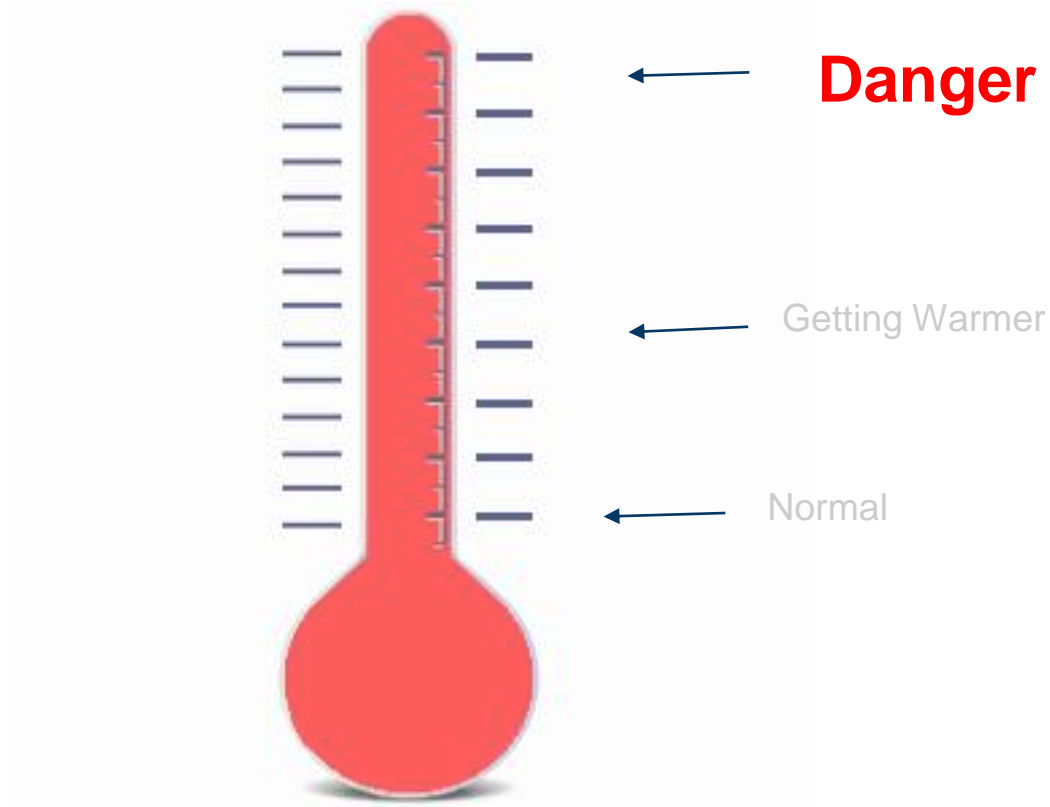


Danger

Getting Warmer

Normal

- Sweaty Palms
- Nervous
- Shaky Voice
- Avoiding Eye Contact
- Voice Volume
- Dry Mouth
- Tighten Shoulders
- Fidget



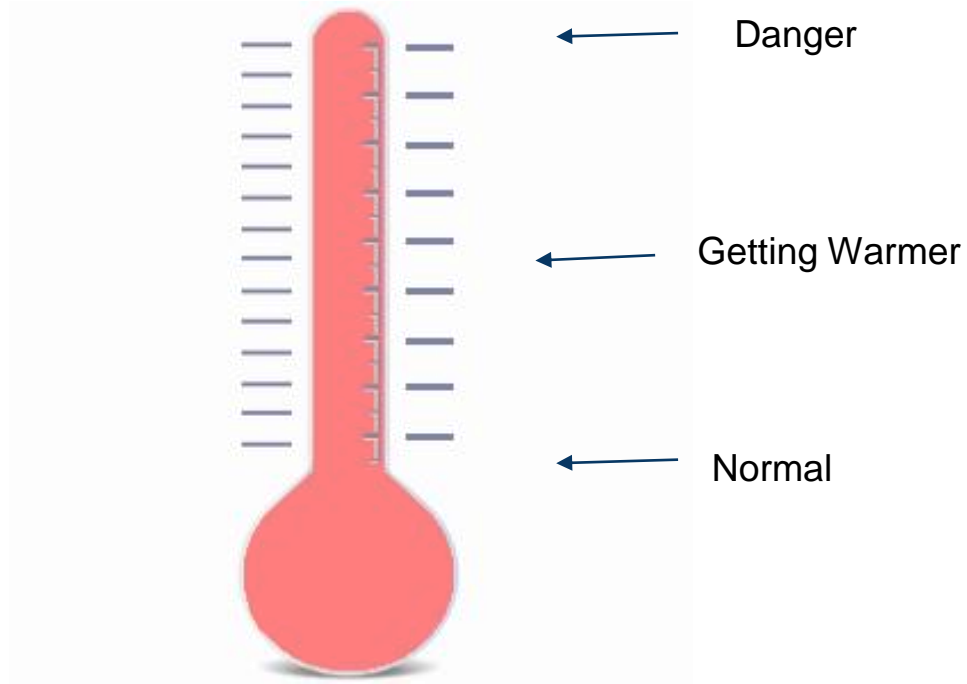
Danger

Getting Warmer

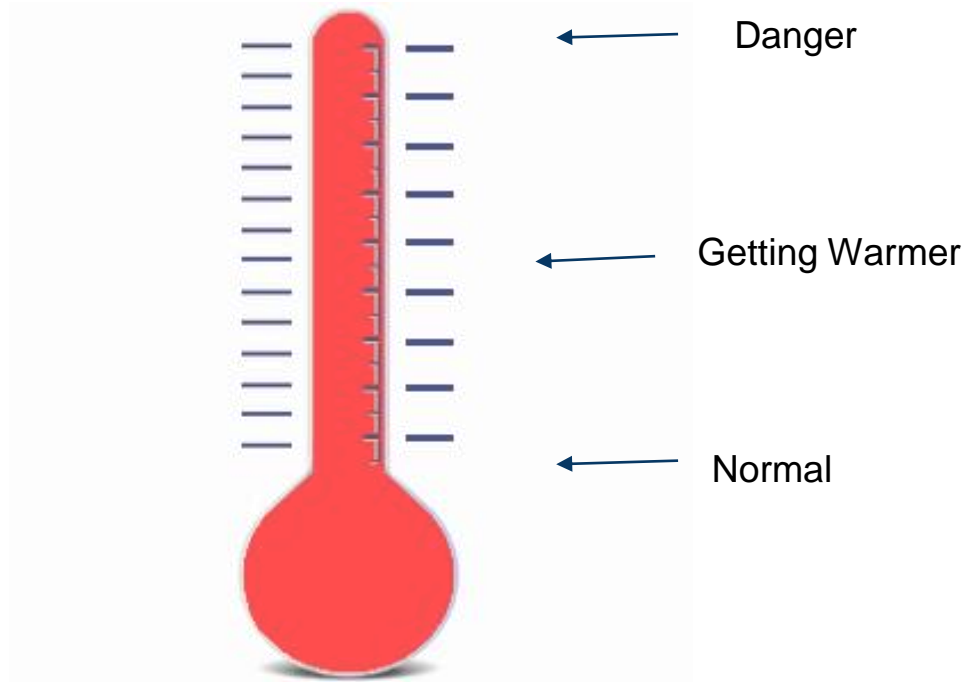
Normal

- Temper rise
- Blood boiling
- Head pounding
- Tears
- Short Breath

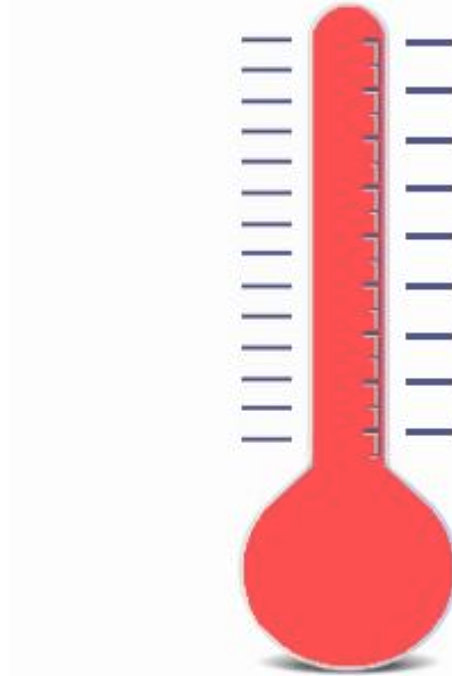
What Are Your Triggers?



What Are Some Solutions?



My Solutions



Danger



Getting Warmer



Normal

- **Take a deep breath.**
- **Walk Away**
- **Get a mediator**
- **Give it 24 hours**
- **Rehearse**
- **“Talking points”**

Let's Practice!

Partner up with someone to go through some customer service scenarios. Decide who is Person "A" and who is Person "B."

Scenario # 1:

A = Librarian, Turn Around

B = Customer, Read the Scenario

Scenario # 1:

On Tuesday, you came to the library expecting a hold, and it wasn't there. You were disappointed.

Today is Thursday. This morning, you called the library and were told your book was in. You came to the library, over your lunch hour. You work 20 minutes away from the library. When you checked the "Holds" shelf, your book was not there. You approach the desk. You haven't eaten lunch yet, so you are "hangry." You are also upset that you made the trip and the book isn't here.

Scenario # 1:

Librarian: What did you do? What questions did you ask? How did this person make you feel?

Scenario # 2:

A = Customer, Read the Scenario

B = Librarian, Turn Around

(If you didn't turn around before, now you do.)

Scenario # 2:

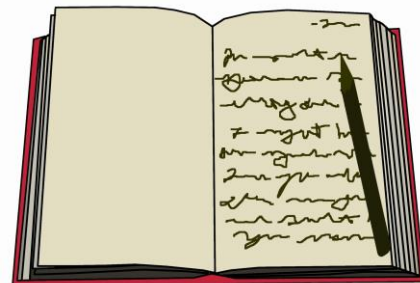
The library has recently passed a policy that allows ALL groups to use its meeting room. You notice on the marquee that a local LGBTQ Support Group is using the meeting room that afternoon. You do not think that that is an appropriate group to be meeting in the library, especially because “impressionable” kids are in the library at that time. You approach the desk and start complaining to the employee.

Scenario # 2:

Librarian: What did you do? What questions did you ask? How did this person make you feel?

How Do We Keep Improving?

- Review Progress
- Keep A Hostility Diary
- Defuse In Your Private Life
- Use a Signature Phrase (s)



Tips for Difficult Situations

- Be Kind, But Firm
- Lower Your Voice
- Repeat Language
- Use CARP



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What is work culture?

Avoid Gossip

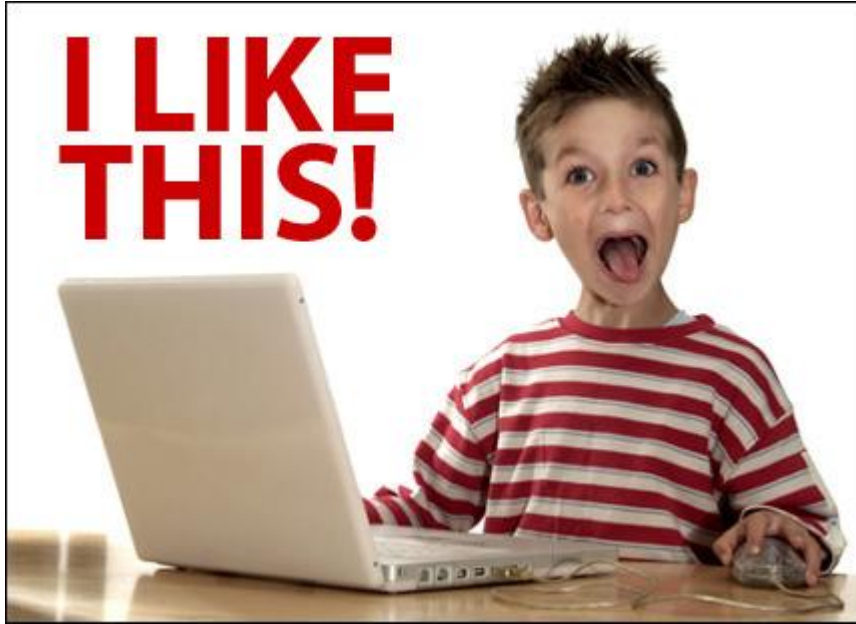


Say Hello (in the morning)

Hello!

A simple hand-drawn smiley face consisting of two short vertical lines for eyes and a wide, upward-curving arc for a mouth.

Thank & Compliment



Do Nice Things



Pick Your Battles



Avoid Judgment



Wrap Up - Implementation & Assessment

What is it?

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.

Characteristics

- Promptness
- Politeness
- Professionalism
- Personalization



How Do We Incorporate

- Pick one thing to work on per week/per month with you/staff
- Choose one topic to discuss at staff meetings
- Keep a “Great Service Stories” white board
- Assess yourself weekly



How would you assess yourself?

1

5

10



HOTEL MURANO

[BOOK A ROOM](#)

[OFFERS](#)

[EXPLORE](#)

CHECK IN

03/02/2017



CHECK OUT

03/03/2017



1 Adult

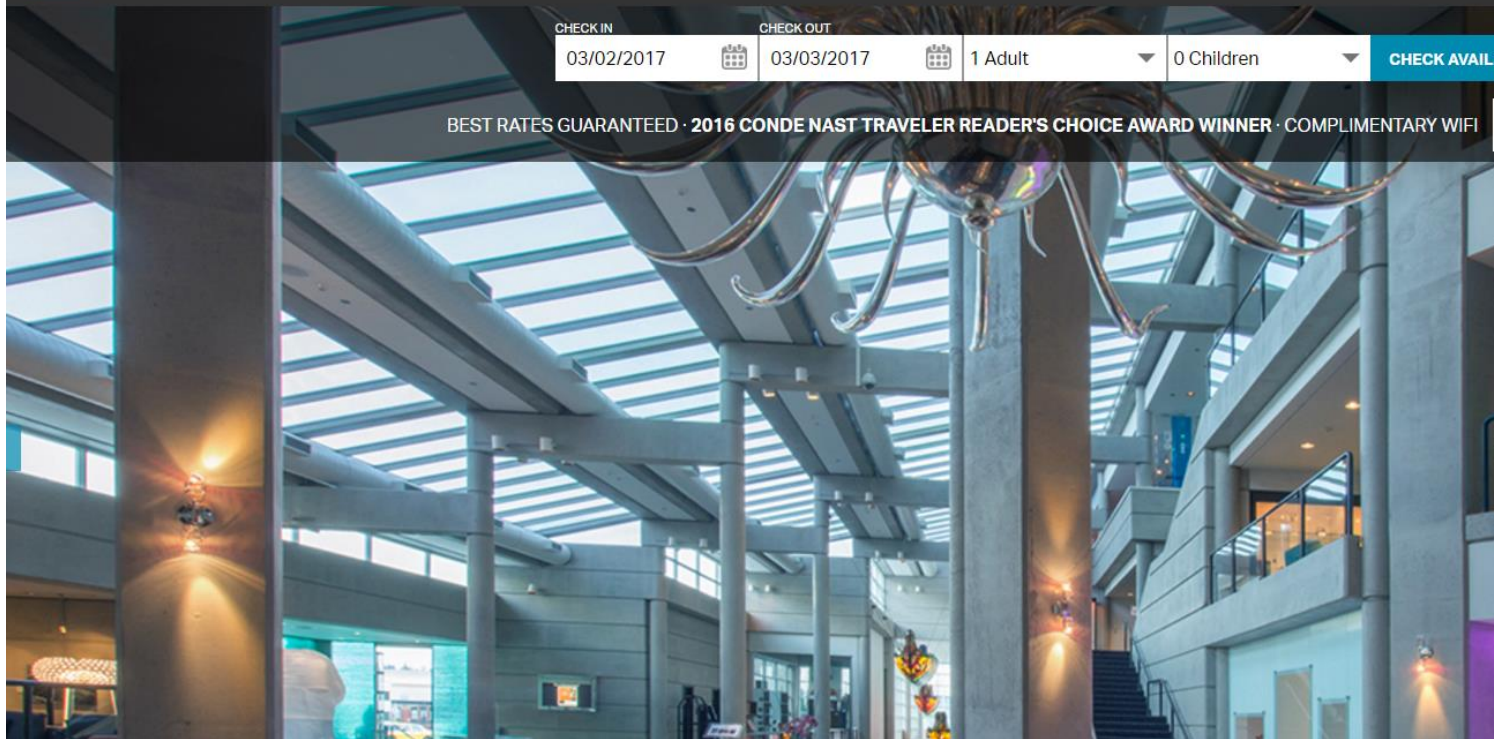


0 Children



[CHECK AVAILABILITY](#)

BEST RATES GUARANTEED · 2016 CONDE NAST TRAVELER READER'S CHOICE AWARD WINNER · COMPLIMENTARY WIFI





[illegible]