
RICHMOND/WAYNE COUNTY

FRONTLINE

CUSTOMER SERVICE PROGRAM



***“Commitment to Providing Quality
Customer Service in Richmond/Wayne County.”***

Prepared by Wayne County Convention & Tourism Bureau
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DEFINITION OF CUSTOMER SERVICE

Customer Service is an organization's ability to supply their customers' wants and needs.

Customers and business managers alike like to talk about what good customer service is (and isn't), but this definition by [ACA Group](#) beautifully sums up what **excellent customer service** is.

"Excellent customer service (is) the ability of an organization to constantly and consistently exceed the customer's expectations."

Accepting this definition means expanding our thinking about customer service; if we're going to consistently exceed customers' expectations, we have to recognize that every aspect of our business has an impact on customer service, not just those aspects of our business that involve face-to-face customer contact.

Improving customer service involves making a commitment to learning what our customers' needs and wants are, and developing action plans that implement customer friendly processes.

The Definition of Customer Service: From the Customer's Point of View

Many customer service definitions established by businesses tend to make the organization itself the central focus point, but if you ask a customer first-hand what their definition of quality customer service is, the following factors are likely to be considered among the most important to the average consumer.



- **Customers want consistency.**
One of the keys components to retaining loyal customers is ensuring that they will receive the same product and/or service each time they patronize your business. Consumers who patronize the same businesses for years and years continue to do so because they are accustomed to a consistent, quality standard of service that they know they can expect time after time.
- **Customers want to be "wowed".**
Customer service is so often described as the intent of an organization to meet a customer's needs. *Meeting* a customer's needs is OK, but *exceeding* a customer's needs is outstanding. Going above and beyond the standard expectation demonstrates that your business is willing to go that extra mile for the satisfaction of it's customers.
- **Customers want to be valued.**
People appreciate recognition, and there is no better way to recognize your customers than to show them that their business is truly valued. Whether it be through promotional incentives, topnotch customer service, or a simple friendly greeting every time they come in, showing your customers that they are valued and appreciated speaks volumes in terms of customer loyalty.

PERFORMANCE MEASUREMENT

Performance Measurements: *Designing the Guidance System for Your Organization*

A critical success factor for today's continually changing businesses is knowledge; knowledge about your customers, your facility and most importantly your team. Performance measurement systems provide control, information and motivation. But what are we measuring?

Often organizations are measuring the same things they were 10, 20 and even 50 years ago. To improve the effectiveness of performance management, it must be defined and developed as a system, not just a collection of measures historically used to control individual behavior.



The characteristics of a performance measurement system are that it must be:

- **Purposeful**
It must support your organization's strategies and, as a whole, 1) motivate people within your organization to behave in a way that maximizes those strategies and 2) truly and accurately measure progress toward company goals and standards at all organizational levels.
- **Unified**
Measurement at all levels of your organization must motivate behavior that supports your company goals and objectives at higher organizational levels.
- **Integrated**
Measurement must exist in all functions and processes of your organization. In addition, these measures must support superior performance in all functions and processes related to the area being measured. Attaining superior performance in one area must not be accomplished at the expense of performance in another.
- **Fluid**
A performance measurement system should be an evaluation that indicates to those within the organization the status and direction of the company's performance strategies. Since businesses are constantly changing, a performance measurement system must be constantly changing as well to accommodate new and current functions, needs and strategies implemented by an organization.

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CUSTOMER SERVICE TIPS



6 Steps to Exceptional Customer Service

While businesses often understand that the goal of customer service is to achieve customer satisfaction (and then experience all of the positive consequences that follow, such as higher profits and increased business), they often don't know *how* to achieve this goal. They know the end result, but they don't know the six steps leading to exceptional customer service.

The 6 Steps

- 1. Invest in soft-skills training.**

Soft-skills provide your CSRs (*Customer Service Representatives*) with the capacity to do what you need them to do; solve customer problems, spot and exploit additional sales opportunities, and build loyalty. Teach your CSRs everything they need to know about communication effectiveness, call control, rapport, phone etiquette, conflict resolution, etc. so that they may be successful at providing exceptional customer service.
- 2. Get in touch with your customer's reality.**

Bad customer service is almost always a result of being out of touch with customer reality. The solution is really quite simple; customers like to be treated like they matter to you. Train your CSRs to actually listen to find out what the problem is and what solution the customer would like before they try to resolve the situation. Make a checklist of all the things that you personally loathe about customer service and ensure that your business reflects none of these. Proactive measures like these will help establish and maintain an awareness of your customer's reality.
- 3. Make customer service training ordinary.**

Cultivate a business culture within which customer service training is ongoing and, indeed, ordinary. Make it as typical a part of what you do as any other core business function. Demonstrating that customer service training is important and essential enough to be ordinary will make your CSRs feel important, as though they are a part of an essential and valued business process.
- 4. Make it real.**

Find out what your CSRs are feeling on a daily basis. Understand their pain points, and give them a forum to provide their honest feedback free of blame or punishment. Finding out from your CSRs what needs to improve is also much cheaper than finding this out from ex-customers.
- 5. Enlarge your concept of service.**

The definition of service must be enlarged to embrace all frontline channels. Everyone and everything that interacts with a customer, current and prospective, must be trained in customer service. The CSR. The website. The accounts receivable staff. The delivery person. Remember that from a customer's perspective, these role distinctions are quite meaningless. If any of these interface areas are untrained and ineffective, customers will make rather harsh evaluations.
- 6. Get *serious* about customer service.**

Great customer service isn't some feel-good, sing-a-long presentation session that ends with a smattering of applause and people racing for their cars in the parking lot. It's a serious, strategic investment that requires focus and follow-through. Ensure that you invest in your customer service training regardless of how great your sales might be. Good customer service can save your business when things aren't going so well on the front-end.