

Outline

- History of Customer Service
- Definition
- What we want as a customer
- How does this apply to Engineer
- The Power of Saying Yes
- When to say No
- One time shot
- Activity
- Summary



History of Customer Service



Pre-1870's

1876

1894

Telephone Invented

Telephone Switchboard Invented

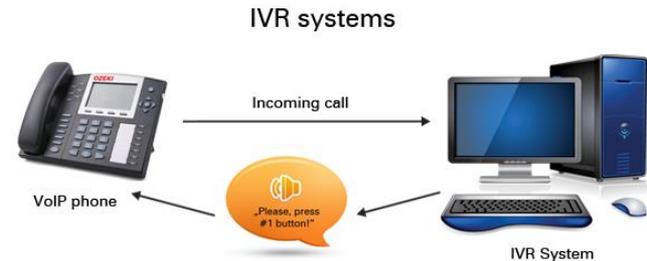


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History of Customer Service



Touch-tone Dialing



IVR Technology

1960's

1962

1967

Late 1970's

1989

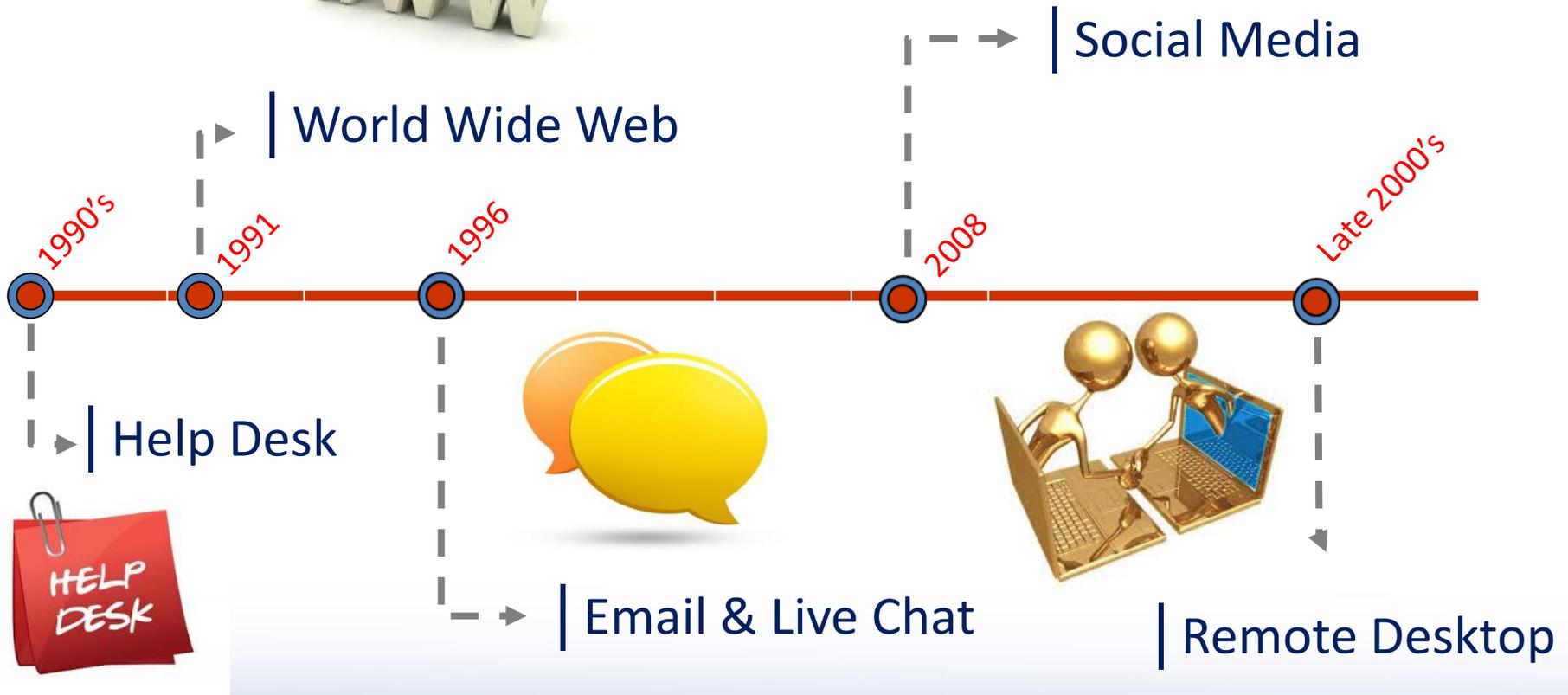
Call Centers

1-800 numbers

Outsourcing



History of Customer Service



What is Customer Service

cus·tom·er serv·ice

noun

The assistance and advice provided by a company to those people who buy or use its products or services.

What is Customer Service

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.

What do we want as a customer

- Bring new perspectives, ideas, and solutions
- Willing to collaborate
- Confidence in your ability to achieve results
- Listen, really listen
- Understand all the customer's needs
- Help the customer avoid potential pitfalls
- Communicate the purchasing process
- Connect personally
- Provide value



What do we want as a customer

The top 5 most important things to customers

1	Value for money, price, cost, competitiveness	
2	Customer Service	
3	Keeping promises, reliability	
4	Quality	
5	Ease of doing business	

What is Good Customer Service?

Don't Make Your Customers Wait

- **Patience is a virtue**
 - Not true with customers!
- **69% defined good customer service as receiving a quick resolution to a reported problem**
- **72% blame their frustrations on having to address an issue to multiple employees at different times**
- **Failure to respond properly to customers can negatively impact a business' bottom line for years to come**
 - Quarter of respondents said they would continue to seek out a vendor two years or longer after a bad experience
 - 39% said they would avoid vendors for longer than two years
 - Women are more likely to continue to avoid a business for a longer period of time

What is Good Customer Service?

Transaction Transparency

- **Easily access information and how to get support**
 - You may be coming up short on the customer service front—and could be sacrificing sales as a result
- **45% of customers will abandon a transaction**
 - If they cannot easily find an answer to their question
- **When providing information, err on the side of caution**
- **Good signage and verbal communication**
 - The last thing you want is for a customer to make incorrect assumptions
- **Don't expect customers to read fine print**
 - Any important data should be shared upfront
 - If there's transparency throughout the transaction, you'll minimize surprises on both ends.

What is Good Customer Service?

Help Them Help You

- **We make the mistake of letting online users fend for themselves**
- **Today's users are more independent, not everyone is equally tech-savvy, or always in the mood to put their self-sufficiency skills to work**
 - Your customers don't want to figure it out and want an answer by asking someone
- **83% of web customers require some degree of customer support while using online applications**
 - Speaking to an agent in person or online, or over an email
 - Customers **prefer human interaction** so they can get straight to the point
- **Live chat has come a long way**
 - If not an option, provide an easy-access link for email questions and a 24/7 toll-free number posted prominently on every page of your site

What is Good Customer Service?

Build Trust and They Will Come (Back)

- **Answering the phone**
 - Able to provide information and support
 - A personalized experience
- **Your product or service will attract them initially**
 - Maybe even bring them back a second time
 - What consistently entices customers to return is trust that they're going to have a good customer experience
- **Invaluable customer loyalty**
 - Provide the customers what they're looking for
 - When they need and expect it
 - Trust will be built



How does this apply to Engineer

Treat our coworkers with the same respect as our customers, then a higher degree is achieved in the product.



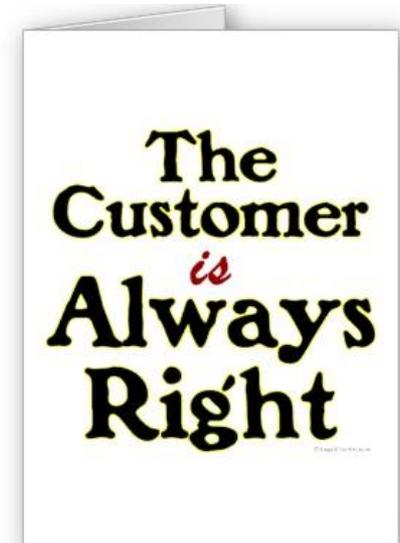
How does this apply to Engineer

- **Client managers**
- **Project managers**
- **Design engineers**
- **Support staff**
- **CAD drafters**
- **Admin support**
- **Marketing**



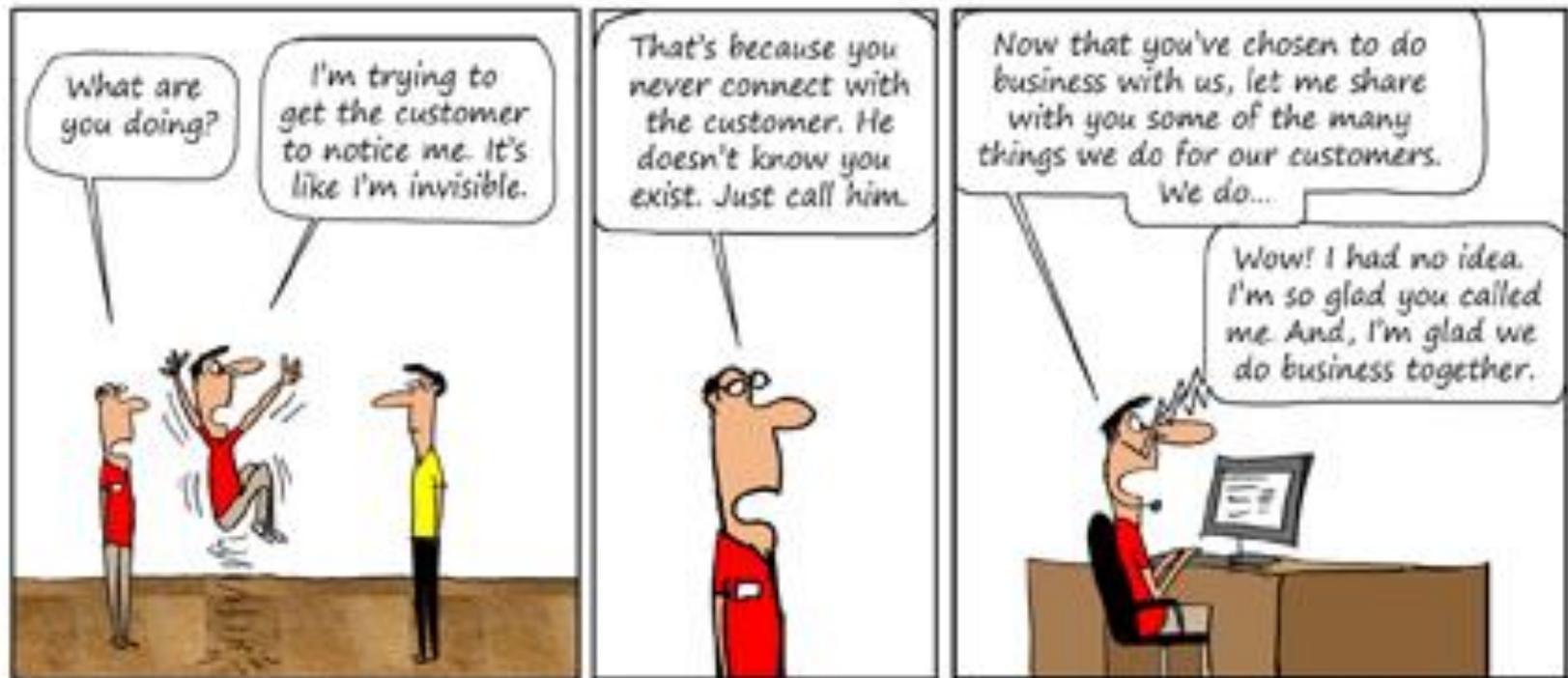
The Power of Saying Yes

- **I mean the customer is always right, right???**
- **We want to say “Yes”**
 - But need to follow through or will be a negative experience
- **Extra bonus, even a small one**
 - You said "yes", now take it a step further
 - They may never forget it
- **Yes is your chance to be a gracious, generous human being**
 - Don't waste it!



Yes example

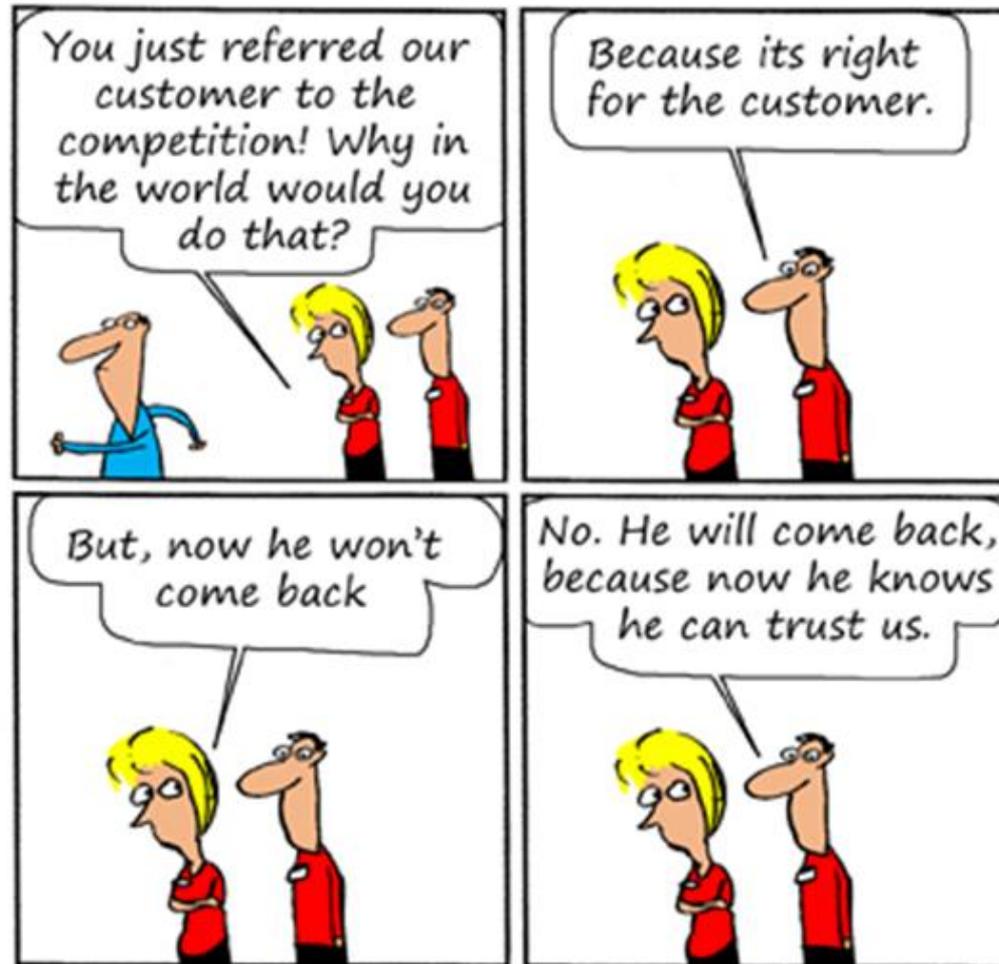
Don't Be Invisible to Your Customer



When to say No

- **We can't always say "Yes"**
- **How you deliver a no is very important**
 - We don't want to come off as being rude or not considerate
- **Your goal is to tell Customers "no" without alienating them**
 - Take time to explain the reason for your negative stance, show respect
- **Climb over to their side of the fence**
 - Give them the insider information they need to get what they want and succeed
- **Don't let a negative tone creep in**
- **Steps to follow:**
 - Begin with a neutral tone
 - Introduce the topic
 - Go into the reasons for the negative decision or situation
 - Offer an alternative route to success
 - End on a pleasant note

No example



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One time shot

- **Reality is we may only get one shot with a customer**
- **It takes only one bad experience**
- **But we are human and make mistakes**
 - Hard to forget and forgive
- **Example**



Activity



Discussion

- **What was challenging?**
- **What did you learn?**
- **How did you get your job complete?**

Summary

- **Everyone deals with customer service on some level, if it is with a customer, client, a coworker, the CAD drafter, your boss**
- **It is not one person's job to deliver good customer server, but the team**
- **Put your self in the shoes of the customer and how would you want to be treated**
- **Good customer service encompasses any interaction with that customer**
 - Includes the entire experience, from initial contact to final product and beyond
- **Keep your consumers informed, on the move, and—above all—happy**
- **Be responsive and friendly, and provides timely, relevant information when the customer needs it**
 - You'll build a reputation on trust for consistent good service

Questions

