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Before You Can Serve Your Customer, You Need to Know Your Customer

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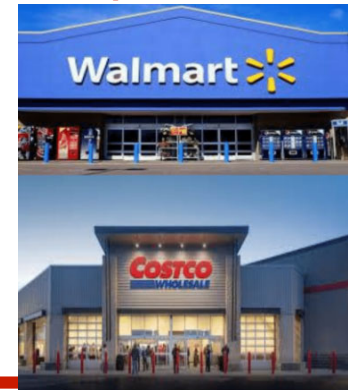
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The 3 Reasons Customers Shop

- Price

Major Focus?

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The 3 Reasons Customers Shop

- Convenience



Major Focus?

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The 3 Reasons Customers Shop

- Experience



Major Focus?

"A Company that Intentionally uses its services as the stage and its produce as the props to engage individual customers in a way to create a memorable experience"

Harvard Business School

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The Reasons People Buy

- 19% Brand
- 19% Product
- 9% Price
- 53% Experience



Push back!

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Why Do Businesses Lose Customers?

- 1% Died
- 3% Moved Away
- 4% Natural Float
- 5% Friends Recommendation
- 9% Price
- 10% Complainers
- 68% Expectations Not Met

Meet Customer Service Expectations of Customers!

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Do You Deliver Great Customer Service?

- 80% of Businesses say "Yes"
- 8% of Customers say they receive Great Customer Service.

Major economic value of your business!

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Customer Service Starts With Your Story

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What are four values in your Farm?

- 1.
- 2.
- 3.
- 4.



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Ex: Disney's Four Keys to Operations

- Courtesy – VIP
- Efficiency
- Safety
- Show – Seamless Performance

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What are four values in your Farm?

- 1.
- 2.
- 3.
- 4.

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What are the 4 values of your farm?

A one word value	Definitions/phrases to explain to team

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College of Food, Agricultural, and Environmental Sciences

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What is your Story?

- People don't buy what you do, they buy why you do it

Simon Sinek

Do you know why you do what you do?

Tell Your Story

TOMS

STAND FOR TOMORROW™



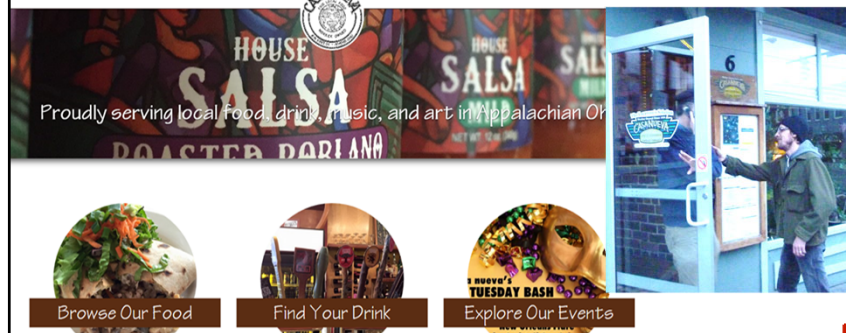
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What is Your Story?

Our new Seasonal Menu is here! Roasted Red Peppers, Sharp Ohio Cheddar, Lavender Ice Cream, Candied Orange Pesto, and more!

Merchandise • About Us • Contact Us



Browse Our Food

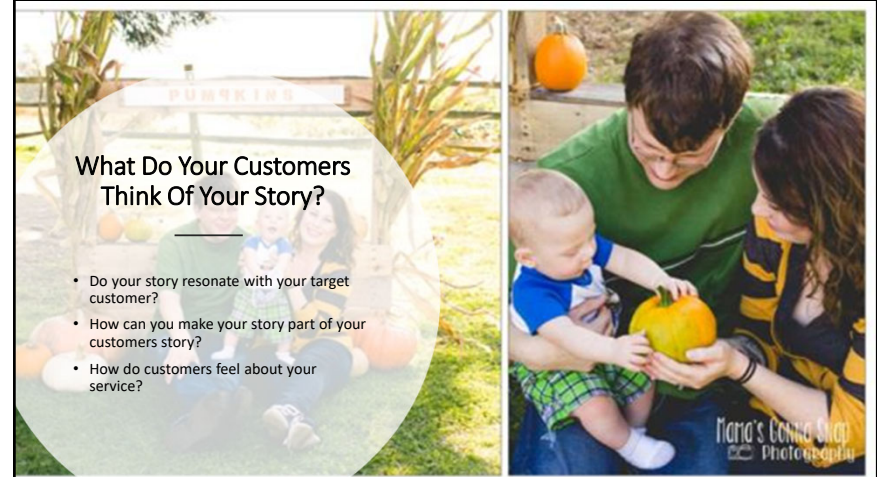
Find Your Drink

Explore Our Events

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What Do Your Customers Think Of Your Story?

- Do your story resonate with your target customer?
- How can you make your story part of your customers story?
- How do customers feel about your service?



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What is Your Story?

Note: Employees is anyone that helps you with your farm business

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Define Your Farm Culture		
Farm Culture	Employee Behavior	Customer Experience

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Ideas

**Put Yourself in
Your Customers'
Shoes!**

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Analyze Your Experiences		
Service Provider	How You Were Treated	How You Felt

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**A New Paradigm for
Customer Service**

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What is Customer Service?

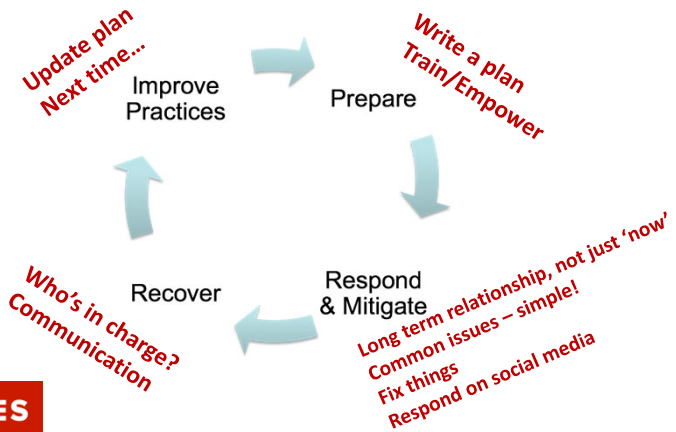
...is the brand in action.

There are four steps to providing excellent, awesome customer service:

1. Prepare
2. Respond & Mitigate
3. Recover
4. Improve Practices

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Purpose

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Awesome Customer Service

Example: Hiring.....Start with Why

"If you hire people just because they can do a job, they'll work for money. But if you hire people who believe what you believe, they will work for you with blood and sweat and tears"

Simon Sinek

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Behaviors are Important!

Free help is great, but are they giving good customer service?

Free help is not always free...prepare to train them!

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Employee Selection	
Desired Behaviors	Desired Skills

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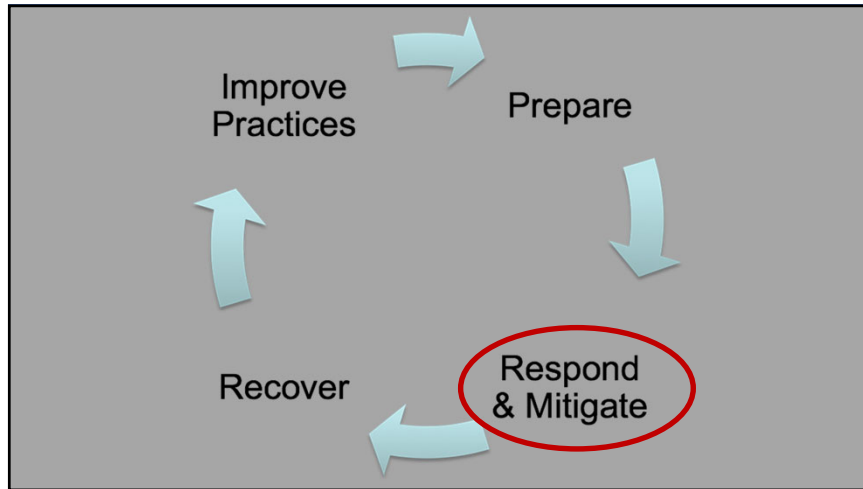
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Analyze Your Stereotype	
Stereotype of Operation	Customer Impressions
Stereotype of Operators	Customer Impressions

What do customers think of you?
What do employees think of you?

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Spontaneous
v
Scripted

It is never good enough

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Customer Service is Scripted!

- Spontaneous is not a plan
- Spontaneity is knowing how to respond, and doing so in a **scripted manner**
 - But, it looks spontaneous!
 - It feels natural

Example:
Step 1 – Greeting
Step 2 – Don't use yes/no
Step 3 – Product info
Step 4 - Thankfulness

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Touchpoints

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Touchpoint: Always 'on'



Touchpoint: Smiling



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Non-Verbal customer Interaction

- Signage
- Cleanliness
- Web Presence
- Social Media
- Packaging
- Dress
- Booth/Tent set-up
- Sidewalks
- Landscape
- Pavement / Stone
- Split rail / White picket
- Cleanliness
- Trash Cans
- Friendliness / Smile

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Can you explain what you do?

Can employees?

Are you anticipating questions?

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The Interactions Set the Tone!

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Your Customer Touchpoints

What happened?	What was the customer impression?

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Empowering Employees

- Make a decision and go with it
- Quicker decisions, happier customers
 - Abundance of product
 - Line too long
- Bottom Line – 'Consistent Managers'

Who fixes
most problems?

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Training: Adhering to the plan

- Policies – Why do we have them?
 - Explain them so they will not skirt the rules
- Yes, the little things matter
 - Turn the frown upside down, quickly
- Yes, the big things matter
 - Safety – Canadian trampoline incident

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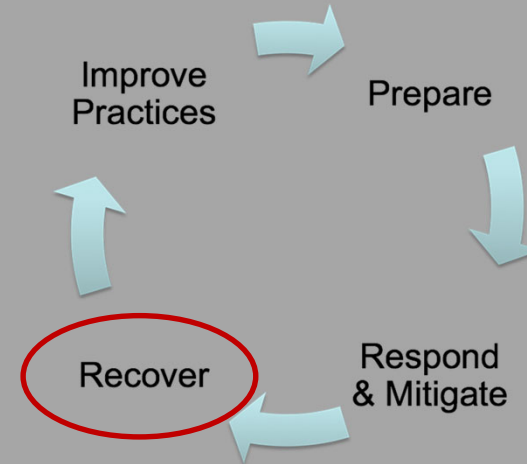
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"The Limelight" – Always On!

- Ready to go!
- Where is the line?



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Case Study: Positive Experience

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Case Study: Lowest common denominator

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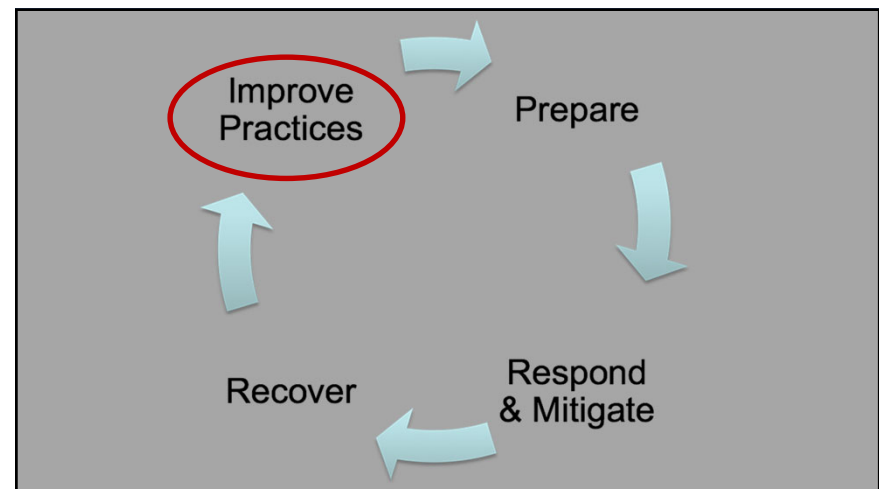
Customer Communication?

- 96% Unhappy Customers Never Complain
- 91% Will never come back
- 54%-70% Will Come back if.....
- 97% if resolved quickly



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****Ideas****

Who is good at being bad?
What can you learn from this?

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Service Recovery: Preserve the relationship, not just resolve the issue		
Activity Listen	Respond with Empathy	Employee Empowerment
What is the issue and are there other issues?	Explain the Reason or find offsetting compensation	What can the your Employee offer?

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****Ideas****

How Can You Improve?

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Improve Practices			
Issue/Challenge	How customer was treated	How you can improve timeliness?	How can you improve customer relationship?

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****Ideas****

How can you create awesome customer service?

If you don't do it in 72 hours, it won't get done...

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Goals/Tasks for me and my staff

- 1.
- 2.
- 3.

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go.osu.edu/awesomeness

Activities to print

Presentation slides

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