Slide 1

go.osu.edu/awesomeness

Activities to print
Presentation slides
barrett.90@osu.edu leeds.2@osu.edu

1

Slide 3

Improve Practices → Prepare → Respond & Mitigate → Recover → (Improve Practices)

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

3

Slide 2

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

Improve Practices → Prepare → Respond & Mitigate → Recover

CFAES

2

Slide 4

The 3 Reasons Customers Shop

- Price
- Convenience
- Experience

Walmart • Costco • WHOLE FOODS MARKET • amazon • little farms

CFAES

4

Do You Deliver Great Customer Service?

- 80% of Businesses say "Yes"
- 8% of Customers say they receive Great Customer Service.
  - Bain & Company's Management consultants

Major economic value of your business!

CFAES

5

What is your Story?

Tell Your Story

TOMS

STAND FOR TOMORROW™

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

Do you know why you do what you do?

ONE PAIR PURCHASED = ONE PAIR DONATED

Bitty & Beau's COFFEE

CFAES

7

Improve Practices

Prepare

Recover

Respond & Mitigate

Customer Service Starts With Your Story

6

Ex: Disney's Four Keys to Operations

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

CFAES

8

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

CFAES

9

Awesome Customer Service
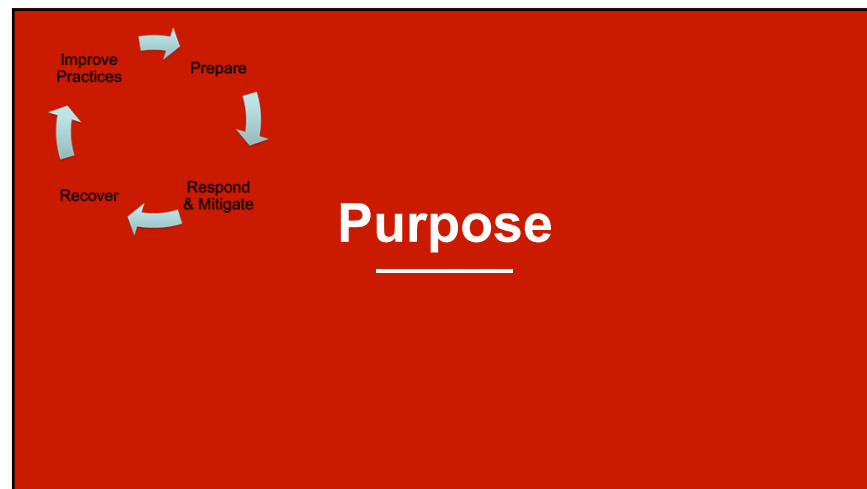### Example: Hiring……...Start with Why

"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

CFAES

THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL
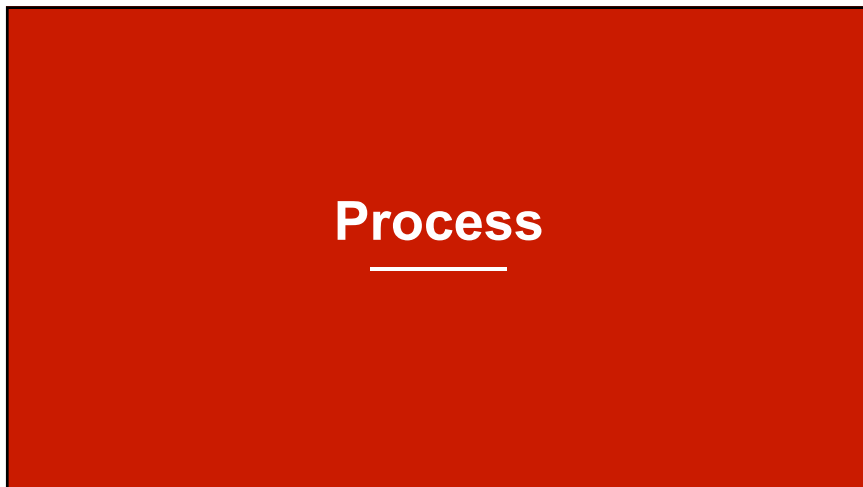AND ENVIRONMENTAL SCIENCES

11

Improve Practices
Prepare
Recover
Respond & Mitigate

Purpose

10

I care about what I do!

12

3

Does he emulate his brand?

13

Improve Practices → Prepare

Recover — Respond & Mitigate

Spontaneous
v
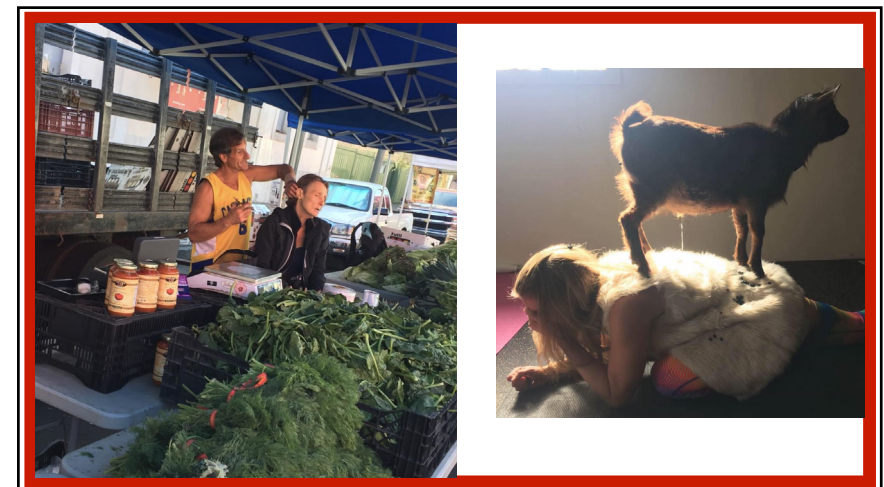**Scripted**

It is never good enough

15

Process

14

16

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!
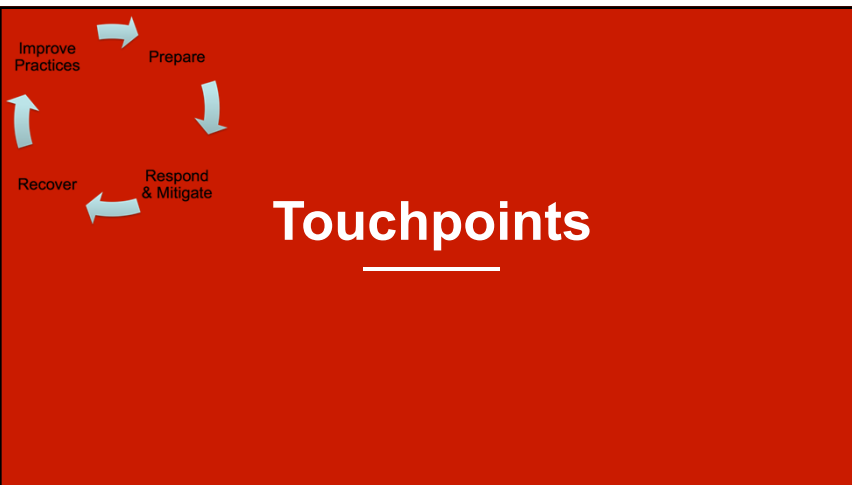 - It feels natural

Step 1
Step 2
Step 3
Step 4

CFAES

17

Touchpoint: Always 'on'   Touchpoint: Smiling

19

Improve Practices — Prepare — Respond & Mitigate — Recover

Touchpoints

18

Touchpoint: Signage (good signage)

Ice Cream Sammiches.
Loved by many.
Feared by the National
Ice Cream Cone Coalition.

SHATTO MILK COMPANY

20

What touchpoints do you need a plan/script for?

- Answering phone or phone message.
- Dealing with lines.
- Social media responses.
- Dealing with a negative event
- Script your story (employees get asked about farming operation)

- Sidewalks
- Landscape
- Pavement / Stone
- Split rail / White picket
- Cleanliness
- Trash Cans
- Friendliness / Smile

CFAES

21

Empowerment:
Let them shine!

Improve Practices — Prepare — Respond & Mitigate — Recover

22

Empower Your Employees

- Give your employees the power to be Day Makers
- Identify those employees you have who can be day makers and put them in the proper place.

CFAES

23

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

CFAES

24

Empowering Employees

- Make a decision and go with it
- Quicker decisions, happier customers
  - Too short for ride?
  - Line too long?
- Bottom Line – 'Consistent Managers'

CFAES

Who fixes most problems?

25

go.osu.edu/awesomeness

Activities to print
Presentation slides
barrett.90@osu.edu, leeds.2@osu.edu&
Welch.183@osu.edu

26