

# Customer Care

- Heartfelt delivery of service
- Doesn't mean acquiesce
- A desire to help

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# C.A.R.I.N.G.

A model for True Customer Care

January 2018

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Heartfelt delivery of service

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## “It’s working for me” Horror stories of support and care

Nothing worse than calling a support line or on a chat line and the agent says “Well, it’s working for me.”

[Worse Customer Service.](#)

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## Online Chat Support Vamvas discussion with Google Enterprises



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## A Lot of People Help A Lot of People

- 58,000 Self Storage Facilities (Statisticbrain.com - 9/2016)
- 53,554 Hotel Properties (Businesstravelnew.com - 8/2015)
- 30,898 Full-service Restaurants (Statista.com - 12/2015)
- 850,240 call center agents in Texas, Florida, Arizona, Georgia, and Virginia, alone, in 2014 (Statista.com - 3/2015)
- Forrester (2016) says the number of consumers browsing and buying online will hit 270 million by 2020.

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## Customer Care is Not.....

### Sales

They're not customers yet.

### Acquiescing

Discounting or giving away rent is an after-thought  
and/or a reaction

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## Wall Street Journal's 2015 Customer Service Hall of Fame

**Amazon.com** - rating = "excellent" - 59.4% For the sixth consecutive year, Amazon.com has topped the customer service Hall of Fame. Less than 2% of survey respondents reported a poor experience, and 59.4% reported excellent customer service, by far the highest percentage among all companies reviewed. Its self-described "**customer obsession**" may partly explain the high level of customer satisfaction.

**Chick-fil-A** - rating = "excellent": 47.0% ambassadors who provide "second mile service" such as serving hot food hot, cold food cold. The second mile -- such as carrying people's trays to their tables."

**Apple** - rating = "excellent": 40% "employees who are motivated, who take **ownership**, who **take pride** in what they do."

**Marriott** - rating = "excellent": 39.2% - According to the company's website, the first of Marriott's core values is to put people first: "**Take care of associates** and they will take care of the customers."

Customer Fulfillment - Food Service - Technology - Hospitality

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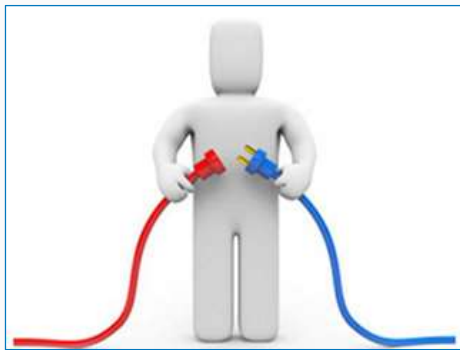
# C.A.R.I.N.G.

- Consider Customer and Connect
- Acknowledge and Ask
- Referrals and Repeat
- Investigate Ideas
- Nurture
- Give and Grow

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## Consider Customer Connect



The faster you make a friend, de-escalate, demonstrate respect, the easier it is for the customer to communicate their issue. Attend to them and it's ok to use 'sir or ma'am'.

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## Acknowledge and Ask



Most won't say BUT it's ok to say "I'll do my best to assist you. If I cannot I will find someone who can."

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## Referrals and Repeat



The most over-looked goal of proving CARING customer service is they will refer others and come back.

Question: Are you thinking referrals and repeat business?

If not, set a specific, measurable goal (e.g. number of referrals next month).

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## Investigate ideas



Are you asking the right questions?

Don't ASSUME the answers until you have INVESTIGATED!

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## Nurture



By having a caring, nurturing spirit you will keep a customer longer, with more referrals; aka Customer Loyalty!

Nurturing takes time so take your time.

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## Give and Grow



Give attention to the customer; focus up, don't multi-task, stay mindful.

Grow: Ask yourself what caused the issue in the first place and what can I / we learn from this??

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## Metrics and Measurements for your success

- Response time
  - Phone ring-to-answer time
  - Hold time
- Accuracy
  - a. % of time correct on first solution try
  - b. Number of call-backs for same problem

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## How It Works Effectively

1. Remembering it's the CUSTOMER who pays the bills. We are not doing them a favor, it's expected.
  - a. They ARE NOT at our mercy
2. Our role is to assist to get the the solutions they expect and to acknowledge their need for our expertise.
3. Think referral, think repeat
4. Have an investigative mind every time, don't assume, don't think ahead, don't believe you have the answer before you verbalize a solution
5. Conduct a needs analysis AFTER the fact (assume you had an investigative mind during the discussion)
  - a. What did you do right? Wrong? How long did it take you to resolve the problem? Have you captured the solution so that the next time the answer may come more quickly and clearly?
6. Grow in maturity by wanting to give back to the customer by C.A.R.I.N.G. to demonstrate you helped them.
7. Become the model to influence the culture.

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## SCORE Yourself!

**SCORE YOURSELF – 5 = Outstanding 1 = Don't tell the boss**

1. I typically answer the phone as close to the second ring as possible.
2. I stand when a customer comes into the office
3. I stand when possible when I receive a phone call
4. I set a personal goal to solve each problem presented to me, learn and share my situation / resolution with others.
5. I feel in my heart I am no better than the customer I'm assisting.
6. I set a personal goal to get referrals.

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