

5 Steps to Building *Legendary Connections*

A formulaic approach to building interpersonal relationships
with our customers during every interaction

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What constitutes a *Connection*?

Pace	Pitch
Language	Emotion
Balance	Engagement
Business Details	Personal Details

2 Types of *Connections*:

Professional	Personal
Pace	Pitch
Language	Emotion
Balance	Engagement
Business Details	Personal Details

Professional Connection



Personal Connection



Legendary

leg·end·ar·y

/ˈleɪənˌderē/

adjective

remarkable enough to be famous



P
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S
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Post-Worthy Connection



Lowes:



Lowes:



💧 Escalations

💧 Hold Times

💧 Not Ready
Times

Raises:



Raises:



NPS



FCR



MVP's



Customer
satisfaction



Agent
fulfillment





But how do
we build
Post-Worthy
Connections
with our
customers?

Provide
Post-Worthy

S.E.R.V.I.C.E.



5 Steps to Building *Post-Worthy Connections*



1. Start with: “How are you?”



1. Start with: “How are you?”

... then LISTEN



When customers contact us,
they give us 2 pieces of
information:



STORY

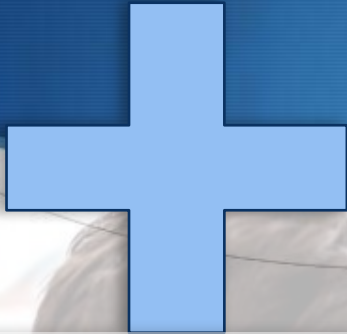


PROBLEM

Examples:

- I accidentally ordered the wrong size for this rug, and I need to order the right size.
- My recent order was lost during shipping, and I need a replacement sent to me immediately.
- I just moved, and I forgot to change the shipping address on my account; now, my order is going to the wrong place.

Examples:



Their **STORY**

- I accidentally ordered the wrong size for this rug.

My recent order was lost during shipping.

- I just moved, and I forgot to change the shipping address on my account.



Their **PROBLEM**

- I need to order the right size.
- I need a replacement sent to me immediately.
- My order is going to the wrong place.


*FOCUS



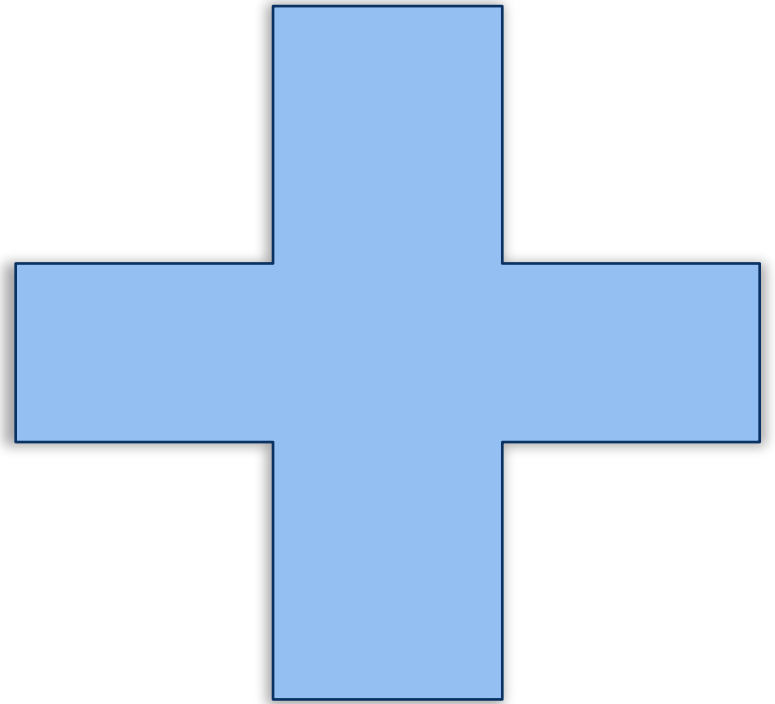
More often, we tend to focus on The Problem.



*FOCUS

- 💧 More often, we tend to focus on The Problem.
- 💧 We are trained to resolve problems.

- 💧 We have other customers waiting for our help.
- 💧 That's why they called! They WANT us to fix THE PROBLEM.

2. Focus on The Story!



But WAIT!!!

What about...

The Problem?



3. Empathy & Ownership

- * When we show **Empathy** for the Story, our customer feels heard and understood, and any walls built prior to this contact start coming down.
- * When we take **Ownership** of the Problem, our customer can relax, knowing that the burden of the issue is no longer on her shoulders.

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4. Maintain control with Questions



(YouTube video no longer available)

Questions help us gain:

💧 CLARIFICATION 💧 PERMISSION

💧 CONFIRMATION 💧 COMMITMENT

Clarification



Clarification



Customer:
I'd like to
purchase
warranty on
my item.

Clarification



We already offer a 1-year warranty on all of our items.

Clarification



We already offer a 1-year warranty on all of our items.



We do offer protection plans for almost every item, but did you know that Wayfair also warranties all purchases for 1 year? Would you like an extended warranty plan beyond that?

Confirmation



Confirmation



**Customer: FedEx
says they delivered
my faucets, but
they're not here yet.**



Confirmation



According to the tracking information, FedEx left it at your front door this morning.

Confirmation



According to the tracking information, FedEx left it at your front door this morning.



May I confirm your address? Sometimes, FedEx can mistakenly deliver to the wrong entry or address; have you checked around your home and with neighbors in case they accidentally left your package elsewhere?

Permission



Permission



Customer: I'd like to return my mattress, it's uncomfortable.



Permission



I'm going to need to transfer you to another department that can take care of this return for you.

Permission



I'm going to need to transfer you to another department that can take care of this return for you.



Thank you for trying out this mattress! We have a unique process for returning it, and a specialized team to help setup the return. May I place you on hold so I can bring one of them onto this call for you?

Commitment



Commitment



Customer: I received my table early last month, but I never opened it, and would like to return it.

Commitment



Even though you waited more than a month to report it, I will set up a return for this table as a one-time concession.

Commitment



Even though you waited more than a month to report it, I will set up a return for this table as a one-time concession.



I'm sorry this table isn't going to work for you in your home, but I'm glad you called so I can help you setup a return. In the future, will you please contact us within the first 30 days of receiving your order?



You Try:

Their **STORY** Good **Questions**

- I accidentally ordered the wrong size for this rug.
- My recent order was lost during shipping.
- I just moved, and I forgot to change the shipping address on my account.

5. TIE IT ALL TOGETHER!

Recap the services you've provided, and remark on personal details your customer shared through her **STORY**.

Focus on the positives so your customer leaves the call on a happy note.



5 Steps to Building Legendary Connections:

- 💧 1. Start with, “*How are you?*”... then Listen
- 💧 2. Focus on THE STORY
- 💧 3. Use Empathy and Ownership
- 💧 4. Maintain control with Questions
- 💧 5. Tie it all Together

Thank
You!

