

- **8:30 a.m. General Session**
- *World Class Service Builds World Class Communities*

This program will give you the tools you need to go above and beyond in your service to the tax paying public while also helping you understand the impact that you can make on your community.

Craig Feldt

World Class Service Builds World Class Communities

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World Class Service Builds

World Class Communities

- Want to talk about two kinds of customer service.
 - Everyday things you can do to keep a level of customer service
 - Response to a negative experience.

Both are very important, and are separate levels of service, but directly effect each other.

World Class Service

What is customer service?

- *Here is a simple but powerful rule
always give people more than
what they expect to get.*

NELSON BOSWELL

Reacting to Stimuli

- Stimuli = information
- Reactions based on stored information
- Information includes emotion
- Decisions become emotional

What Effects World Class Service

- So, what influences customer service?
 - Answer: Everything.
 - Everything your customer sees, hears, smells, feels, and tastes.

Your World Class Service Environment

- Things you can't change.
- Things you can.

What we have control over.

- **Staff**

- Hiring
- Training
- Expectations

What we have control over.

- Info gathering
 - Surveys
 - Comment cards
- React to requests

What we have control over.

- Take time to meet your customer
 - Demographics
 - Mix and Mingle

Customer Service when reality sets in.

- In the Real World

*Customers don't expect you to be perfect.
They do expect you to fix things when
they go wrong.*

DONALD PORTER

- Customers will be unhappy
- Identify problems

Handling Customers

- How?
 - Seize the initiative
 - When you don't
 - Allows a patron to develop level of concern.
 - Creates a lag between the negative customer's experience and a resolution.
 - When you do
 - Identify potential problems
 - You control the level of concern

Irate Customer

- Start the response as soon as possible.
- Physically eye-to-eye.
- Show and express concern.
- Listen, Listen, and Listen some more.
- Own the problem.
- Ask questions and take notes.
- Admit fault if an error was made.
- Explain what you are going to do to help and how long it will take.
- If there is no immediate solution, agree on what the next step is.

Making an irate customer more irate

- Not keeping eye contact
- Saying no.
- Separating yourself from the problem
- Not showing concern

Body Language

- Important in all areas of Customer Service.
- People will pick up “vibe”

First Impression

- Shaking Hands
 - Creates a starting point for the interaction
- Body posture
- Eye contact

During Conversation

- Tilted head
 - Sign of interest
- Nodding head or verbal acknowledgement
- Asking questions
- Writing items down

Ending Conversation

- Touch on the arm or shoulder
 - Shows concern
- End with handshake

World Class Service

- Three things you will do to have your department

***Build World Class
Communities
Through World Class Service***

A spiral binding of a notebook is visible on the left side of the image, partially obscuring the page.

Thank You!

Craig Feldt, C.P.R.P.
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City of O'Fallon, Missouri