

# Service Driven Success Part I

# You'll discover:

- ◆ How Service Excellence can Drive your Success
- ◆ Life Time Value of a Customer
- ◆ Systems that can help improve your service
- ◆ What are Performance Standards

# 1. How Service Excellence Can Drive Your Success

Customer Service has long been regarded as the measuring stick of a business will perform. That is, if you have \_\_\_\_\_ customer service then you should be able to control other factors in your business so that you are successful.

# 1. How Service Excellence Can Drive Your Success

Conversely, having poor customer service will drive your business \_\_\_\_\_ quickly even if you have other high quality \_\_\_\_\_ in place.

# 1. How Service Excellence Can Drive Your Success

Truly outstanding customer service will \_\_\_\_\_ existing customers to tell their friends about you which can lead to a snowballing effect of \_\_\_\_\_ in your business

## 2. Life Time Value of a Customer

A great way to value the importance of a customer is to start by \_\_\_\_\_  
the value of each individual customer to your business

## 2. Life Time Value of a Customer

Start by thinking about what a  
\_\_\_\_\_ client or customer would  
\_\_\_\_\_ on each visit to your business

## 2. Life Time Value of a Customer

Now multiply how much they spend by the number of times they buy off you each week or each month or year if that is more appropriate.



## 2. Life Time Value of a Customer

Now multiply this by 52 weeks for the year, or 12 if calculated on a monthly basis.

So on a weekly basis you will have:

Avg \$ Spent \* Number of Visits Per Week \*  
52

## 2. Life Time Value of a Customer

*EG*

If I owned a restaurant my numbers may be:

\$50 per visit \* by 1 visit per month \* by 12 = \$600  
per year

## 2. Life Time Value of a Customer

Then multiply this by an expected average \_\_\_\_\_ life with your business. You may have 1 year, 3 years, 5 years or more.

## 2. Life Time Value of a Customer

*EG*

For our restaurant let us assume that the average customer will last 3 years – some more, some less, but an average of 3 years.

## 2. Life Time Value of a Customer

*EG*

For our restaurant example we can now determine that the average customer will spend  $\$600 * 3 = \$1800$  over a 3 year period with the business

## 2. Life Time Value of a Customer

This Life Time Value of a Customer exercise highlights how important serving an \_\_\_\_\_ customer can be. You should never look at the customer as a \_\_\_\_\_ off visitor.

## 2. Life Time Value of a Customer

It is vital that your \_\_\_\_\_ members understand this concept.

Serving a \$50 customer \_\_\_\_\_ can have far greater ramifications than simply having an unhappy customer.

## 2. Life Time Value of a Customer

*EG*

In our example we could also assume that our customer will refer at least one other customer they know that will spend the same sort of money over that period which further increases the importance of looking after our original customer



# 3. Systems that can Improve your Service

There are \_\_\_\_\_ exceptionally important aspects to providing great customer service.

# 3. Systems that can Improve your Service

1. Doing the job \_\_\_\_\_ the \_\_\_\_\_ time
2. Making the customers \_\_\_\_\_ important and exceptionally well \_\_\_\_\_ after while we do the job right the first time
3. Having a \_\_\_\_\_ up plan to deal with problems when things go wrong

# 3. Systems that can Improve your Service

## 1. Doing the job right the first time

This is \_\_\_\_\_. Every team member needs to be aware of \_\_\_\_\_ what involves getting the job right and you need to monitor this KPI and use any \_\_\_\_\_ to further improve your service when you get feedback that suggests you got it wrong.

# 3. Systems that can Improve your Service

## *EG # 1*

Great service involves having high quality \_\_\_\_\_ regarding inventory management. Companies today have systems that monitor what stock has been purchased today which automatically downloads into the daily reports BUT also downloads to suppliers who have their computers flagged when they need to redeliver to you.

## **3. Systems that can Improve your Service**

So when inventory drops to a certain level  
\_\_\_\_\_ some new stock out  
straight away not allowing you to run low  
AND not serve your customer as they desire

# 3. Systems that can Improve your Service

2. Making the customers feel important and exceptionally well looked after while we do the job right the first time

These are all the \_\_\_\_\_ and fuzzy things. These too are very important and should be seen as \_\_\_\_\_ off the customers good experience

# 3. Systems that can Improve your Service

*EG # 2*

A great example of this is the Ritz Carlton Hotel.

They have Performance Standards that \_\_\_\_\_ that customers always get the warm and fuzzy treatment on \_\_\_\_\_ of doing everything they can to get it right the first time

# The Ritz Carlton Credo for Service

1. The credo will be known, \_\_\_\_\_, and energised by all employees
2. We are ladies and gentlemen serving ladies and gentlemen
3. The 3 steps of service shall be practiced by all employees
4. Smile – We are on stage. Always maintain positive \_\_\_\_\_ contact



# The Ritz Carlton Credo for Service

5. Use proper \_\_\_\_\_ with guests
6. Uncompromising levels of cleanliness are the responsibility of \_\_\_\_\_ employee
7. Create a \_\_\_\_\_ work environment.  
Practice team work and \_\_\_\_\_ service.
8. Be an ambassador of the hotel inside and outside of the workplace. Always talk positively. No negative comments.

# The Ritz Carlton Credo for Service

9. Any employee who receives a complaint \_\_\_\_\_ the complaint
10. \_\_\_\_\_ guest pacification will be ensured by all. Respond to guest wishes within 10 minutes of the request. Follow up with a phone call within 20 minutes to ensure their satisfaction.
11. Use guest Incident Action Form to \_\_\_\_\_ guest problems with fellow employees and managers.

# The Ritz Carlton Credo for Service

12. \_\_\_\_\_ guests rather than pointing out another area of the hotel.
13. Be \_\_\_\_\_ of hotel information to answer guest queries.
14. Use proper telephone etiquette. Answer within \_\_\_\_\_ rings and with a smile. \_\_\_\_\_ permission to put a caller on hold. Do not \_\_\_\_\_ calls. Eliminate call transfers where possible.

# The Ritz Carlton Credo for Service

15. Always recommend the hotels food and beverage outlets before recommending outside facilities.
16. Uniforms are to be \_\_\_\_\_. Wear proper foot ware (cleaned and polished) and your \_\_\_\_\_ name tag.
17. Notify your supervisor immediately of hazards, injuries or equipment problems as required.

# 3. Systems that can Improve your Service

## 3. Having a back up plan to deal with problems when things go wrong

You should have a \_\_\_\_\_ list in place of \_\_\_\_\_ the things that could go wrong and systems on how team members should \_\_\_\_\_ these issues.

# 3. Systems that can Improve your Service

When things go wrong and they invariably will even with the greatest systems in place, you then need to \_\_\_\_\_ quickly:

1. Firstly – apologise immediately
2. Then – fix the problem

## 3. Systems that can Improve your Service

### *EG # 3*

At the Ritz Carlton team members have a budget they can \_\_\_\_\_ up to fix a customers problem. In one case a \_\_\_\_\_ could not fix a TV for a customer and as all rooms were booked and no spare TV's were available, the team member on duty went and \_\_\_\_\_ a new \_\_\_\_\_ for the customers room!

## **3. Systems that can Improve your Service**

You should also have a pro active \_\_\_\_\_ to find out what your customers would like you to do better. Your customers will \_\_\_\_\_ how you can improve your service – its as simple as that



## **3. Systems that can Improve your Service**

For \_\_\_\_\_ business where you serve your customer on a regular basis you should do all you can to \_\_\_\_\_ your customers needs as best you can. The more you understand their needs the greater your service will be received or perceived.

## 4. Performance Standards

Your next step is develop your own customer service Performance Standards.

Your Performance Standards will be your expectation of the service every customer at your business will receive

## 4. Performance Standards

You will have the opportunity to create your own Performance Standards at the next workshop which is a direct follow up workshop to this session.

See you then and bring as many team members as you like.