



Impact Your World



THE IMPACT GROUP

THINK | CREATE | EXCITE



Who We Are



- A full-service marketing/communications and public relations firm located in Hudson, Ohio.
- Specialties include marketing/PR for municipal governments, non-profits, for-profits, school districts, health care groups and start-up entrepreneurs.

Today's Customer Service Learning Objectives

- Why is customer service training important?
- Characteristics/expectations of great customer service?
- Increase awareness of how you may be perceived
- Be aware of your audience
- How to deal with difficult people
- How to approach electronic communication
- Understand how you are empowered to deliver excellent customer service



*Why is Customer
Service Training
Important?*

*Why is Customer Service
Important for Local
Governments?*

You Must Model Desired Behavior

*Do not assume others know
what respect and basic
customer service look like.*

What is a Brand?



A Brand is...

1. A compilation of everything a Local Government does.
2. It is what staff members do and how they act.
3. It is an emotional connection.









bp







Disney

Your Local
Government Logo

What is a Brand?

A Brand is a Promise

*Customer Service
is a critical part of your brand*

Customer Service Excellence

Internal and External



Who is a Customer?

- The residents we serve
- Community partners
- Other staff members

What Does Bad Customer Service Look Like (Feel Like)?



What Does Good Customer Service Look Like (Feel Like)?



Characteristics/Expectations of Great Customer Service

- Introduce yourself /
Acknowledge other person
- Use the other person's name /
Know their name!!!
- Clearly communicate
expectations
- Have a positive attitude
- Do you have the whole story?
- Communicate empathy – *Place yourself in their shoes!*
- Offer to help
- Follow-up – complete task

Characteristics/Expectations of Great Customer Service

Introduce
Yourself/Acknowledge the
Other Person

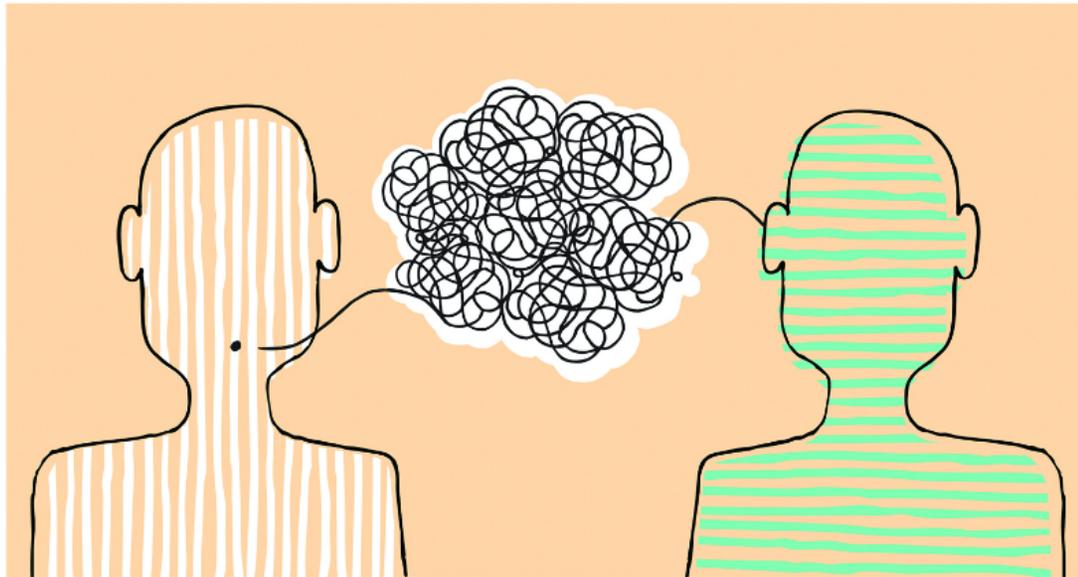
Characteristics/Expectations of Great Customer Service

Use the other person's name/Know their name



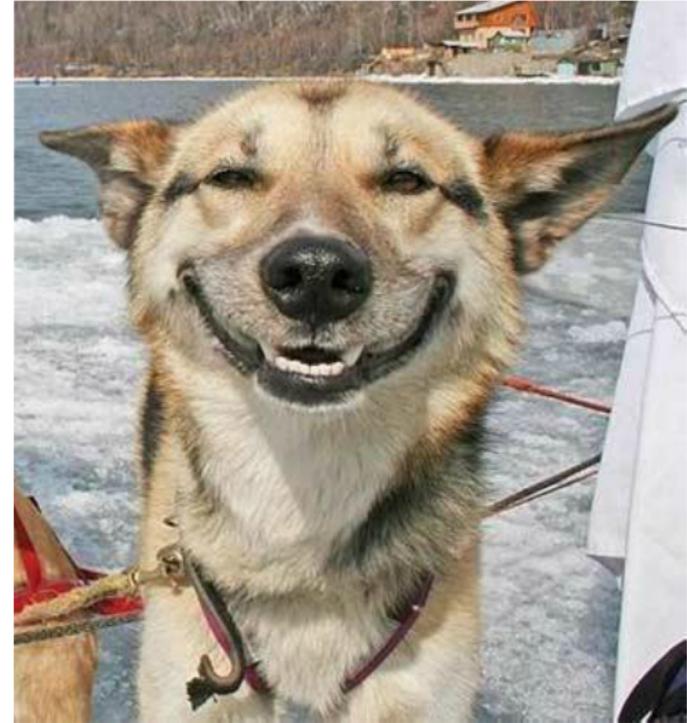
Characteristics/Expectations of Great Customer Service

Clearly Communicate



Characteristics/Expectations of Great Customer Service

Have a
positive
attitude

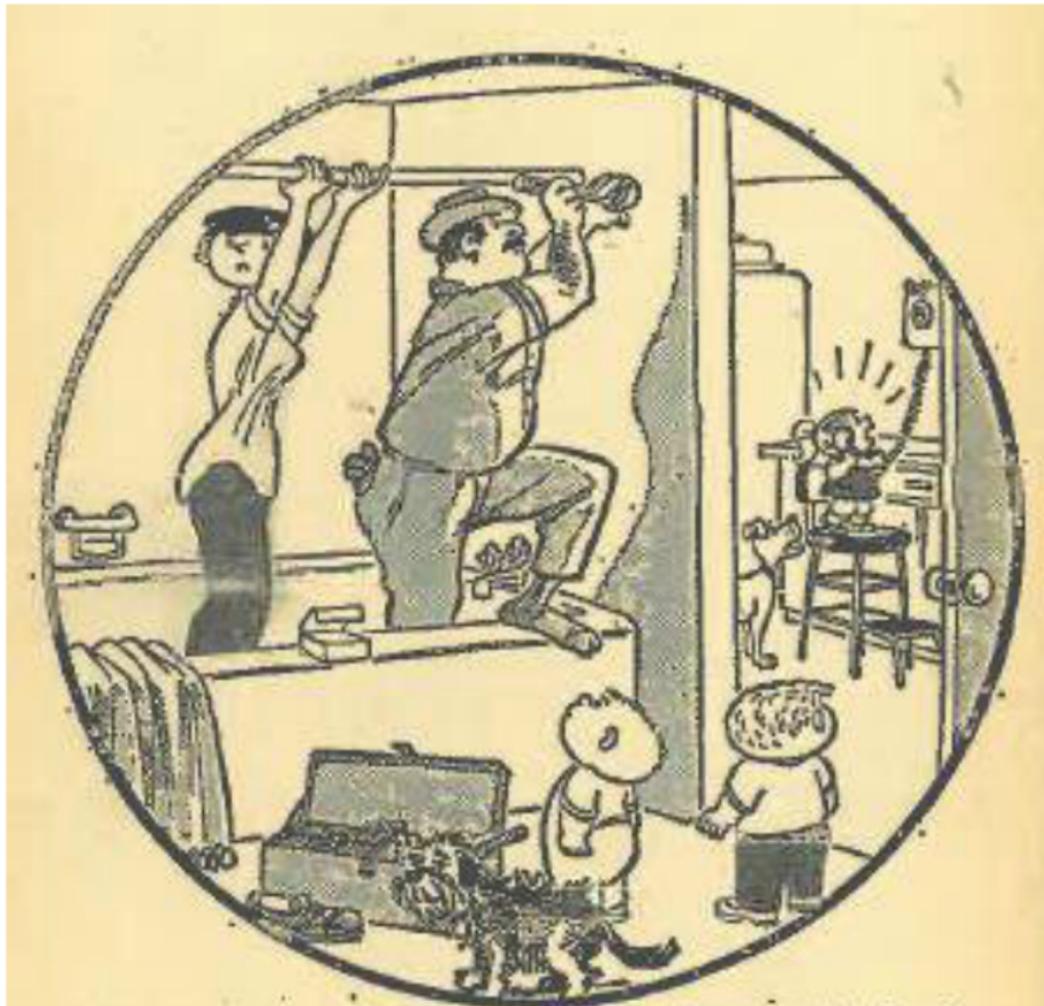


Positive Attitude

*“We are what we think...
All day long.”*

-Ralph Waldo Emerson





"She can't come to the phone--she's in the bath-
tub with the plumber."

Characteristics/Expectations of Great Customer Service

Do you have the whole story?

Characteristics/Expectations of Great Customer Service

Communicate empathy- Place yourself in their shoes

- Everyone is fighting a battle you know nothing about

Characteristics/Expectations of Great Customer Service

Offer to help



Characteristics/Expectations of Great Customer Service

Follow Up/Complete Task

Characteristics/Expectations of Great Customer Service

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Acknowledge other person
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Know their name!!!
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How to Deal With Difficult People



Turn the HEAT down

For unhappy stakeholders or staff

Hear - understand the other person's issue.

Empathize - verbalize your understanding of the issue.

Apologize - sincerely for their inconvenience or frustration.

Take action - state what you will do to reduce or eliminate the issue.

Awareness of How You
May Be Perceived

Awareness of How You May Be Perceived

1. What they say
2. How they say it (tone)
3. Body language

Awareness of How You May Be Perceived

1. What they say – 7%
2. How they say it (tone) – 20%
3. Body language – 73%

Awareness of How You May Be Perceived

- Remember:
- Eye contact
- Smile

Awareness of How You May Be Perceived

- Be aware of the effect of your stress
- Do you say things you do not mean when stressed?

Email & Electronic Communication

Is email/electronic communication the best medium?



Email & Electronic Communication

Include pleasantries/personality in your electronic communications to parents or colleagues

- Email example beginning...
 - “I hope you are doing terrific. What a beautiful autumn day!” (What are they interested in? Sports? Hobbies?)

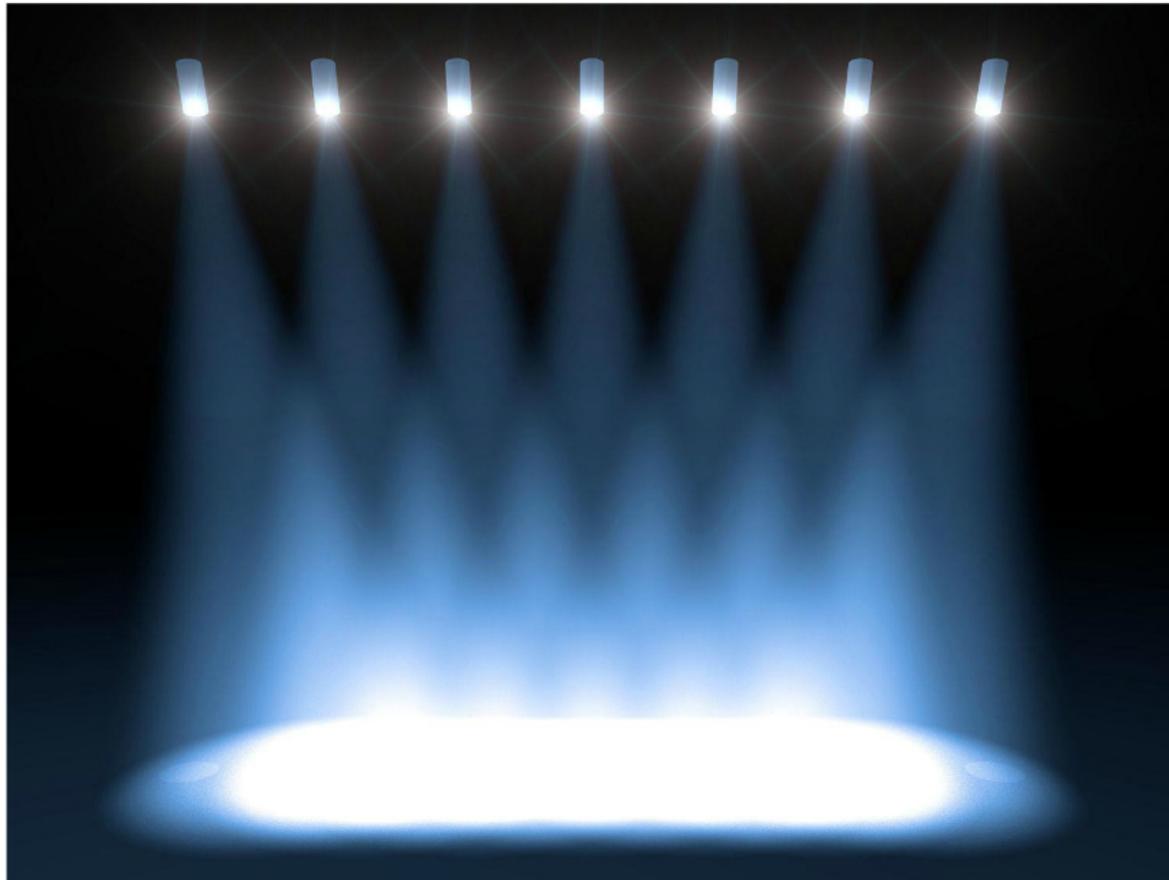
Email & Electronic Communication

Social Media

- Be aware of what you are posting on social media and the impact it may have



You are in the spotlight!



Email & Electronic Communication

- Your “witty” statement may be completely misunderstood.
- If you are not comfortable with your comment as a newspaper headline, don’t press send!

People Require Validation



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Thank You!

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