

AUXILIARY SERVICES

CUSTOMER SERVICE FOR CUSTOMER SUCCESS



Customers: The Life Lines of our Business

University of Idaho

Customer Service for Customer Success !

The customer is the person who pays everyone's salary and who decides whether our business succeeds or fails. The customer is the reason for our jobs, and can literally send us to the unemployment line by simply choosing another organization to take their business to.

- ***Customer Success is a value proposition.*** Seeking to anticipate and exceed customer expectations prior to the customer asking us to do so.
- ***Customer Service is a process.*** It is a process to achieve a desired level of customer service based upon definition of service, identification of whom your customers are, and having a customer friendly approach.



Why Customer Success?

1. ***We are successful only when our customers are successful.***
2. ***One of the major value propositions of higher education is the quality of the educational experience.***
3. ***Auxiliary Services is part of that experience. It is up to us to have a housing program that goes beyond a place to stay, a bookstore that goes beyond selling textbooks, a parking program that goes beyond permits, etc.***

The Three Key Elements

Expand Your Definition of Customer Service & Customer Success

1. Service shapes every interaction we have with our customers. **Service** should provide more than a product or action taken, it should provide satisfaction! The customer should leave not just content - but actually - happy that their expectations were exceeded. A *happy customer* will be a *returning customer*.

Who are Our Customers?

2. Auxiliary Services has both internal and external customers. Internal customers are staff members within the same department, across departments or across the University campus. External customers may include students, parents, alumni, or local community patrons. Values and practices that promote customer success should be applied to every customer, both internal and external. Customers want to receive value and quality. They also want to be taken care of and expect someone to understand their needs. For this reason, we must exceed expectations when we offer assistance in the process, and we must go above and beyond in the engagement process.

Offer an Engaging Approach with “HEART!”

3. Organizations that provide good customer service have developed a system or program that promotes customer friendly service to exceed expectations. Customer friendly means putting the customer first. Auxiliary Services utilizes the HEART program to promote our customer success philosophy.

H=Hello with a smile!

E=Engage

A=Active Listening

R=Respond

T=Thank you!

Positive engagement with our customers means continued success, higher job satisfaction, improved morale and increased profits.

Five Simple Actions=BIG Returns

1. **Hello with a Smile=On your face & in your voice**
2. **Engage=Undivided Attention**
3. **Active Listening=Understand, restate & affirm**
4. **Respond=React favorably**
5. **Thank you!=Show appreciation**

Telephone Communication

It's All in How You Say It

The moment we answer the telephone, the tone of our voice becomes dominant, and an attitude is perceived. For example, a flat tone says, “We don’t want to be at work.” Rather, a higher tone says, “We’re happy to be at work.” Not only is the telephone frequently the first or last place of contact for our customer, is it also one of the least expensive ways to offer great customer service. The following actions promote good telephone communications:

- The greeting is the key; it sets the tone for the telephone interaction. “Good morning, thanks for calling Auxiliary Services, my name is Anna, how may I help you?”
- Asking the customer if you can put them on hold, and letting them know you will be right back with them.
- Asking if they are OK with being transferred - explain why and to whom.
- Explaining the absence of your co-worker, and giving a reasonable estimate for their return. Follow through with an offer to help-taking a message, or transferring to another co-worker.
- Ending the call on a positive note by restating the actions that you will take to serve them and thanking them for their business and choosing our organization!

Respond to your business voicemail & email quickly!

Email and voice mail must be answered within 24 hours, and the rule is “the sooner the better!” Always use the out-of-office assistant and alternate voice mail messages when you are away from work for one day or longer. Additionally, if you will be out of the office provide the timeframe and your back-up contact name and phone number. **No exceptions.**

First Impressions Mean the Most!

GOOD IMPRESSION

- A genuine smile
- Action within 3 seconds
- Undivided Attention
- Understanding
- Favorable reaction
- A genuine thank you!

POOR IMPRESSION

- No hello
- Making the customer wait
- Focusing on other tasks
- Not listening
- Rude reaction
- Failure to thank!

The Do's & Do Not's of Customer Communication!

Auxiliary Services believes that customer service will make or break our organization. Be aware that:

- Customers hate the word “No!” Turn the negative into a positive and focus on what we can do for the customer.
- Customers don’t want to hear “I don’t know.” Focus on what you do know, and how you will find the answer for them. If you have to get back to them, make sure you tell them “I’ll look into it, and get back to you as soon as I can.”
- Customers get annoyed with “That’s not my job!” Remember, customer service is everyone’s job, and if you are unable to solve the problem, get immediate assistance from someone who can!

DON'T SAY!

- NO
- I don’t know
- That’s not my job
- Calm down!
- Just a second

DO SAY!

- What I can do is
- I will find out!
- Let’s find someone that can help
- I’m sorry
- I’ll be right with you

The Unhappy Customer

It is our job to be patient, focused, and friendly with each and every customer on each and every engagement. We must empathize with our customers. Let them know we care by expressing:

- We are so sorry for the error
- We apologize for the inconvenience
- We’ll make it right!

Make sure your actions don’t complicate the situation and never:

- Argue with the customer
- Interrupt the customer
- Ask the customer to solve the problem
- Question the customer about their intentions

Customer Follow -Up

It is vital that we follow through with all areas related to service. We must deliver on our promises, take ownership for all aspects of our business, and treat customers as the most important part of our job. Always follow through in a timely manner, and remember “thank you” goes a long way!