

Five Steps To Service Excellence

Improving Relationships via Effective “Verbal”
Communication!

Objectives

- A Nostalgic Look Back
- Get an Audience Baseline
- Implications/Advances of Technology
- The Five Steps To Excellent Service
- A Few More Communication Nuggets



SHAPING 
A BETTER TOMORROW
NOVEMBER 11-12, 2024



Primary Method of Demand Work Order Generation



Thoughts on Computer "Auto-responder" as first contact when work orders are submitted?

It's an excellent tool that has made big difference.

0%

Its okay because it at least lets the customer know we received the work order.

0%

It is only as good as the timely response from a real person.

0%

It is better than our previous process.

0%

I miss the old days of calls coming into a coordinator

0%

Other

0%

When it comes to addressing work orders that involve a customer, which quality would rank the highest

Technical Skills



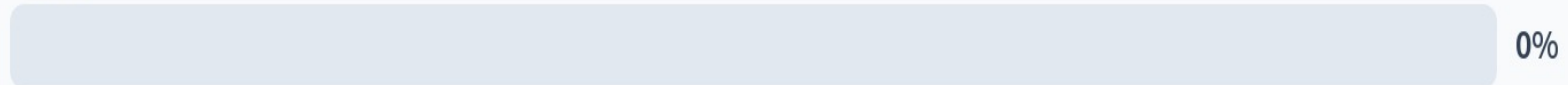
Communication



Timeliness



Other

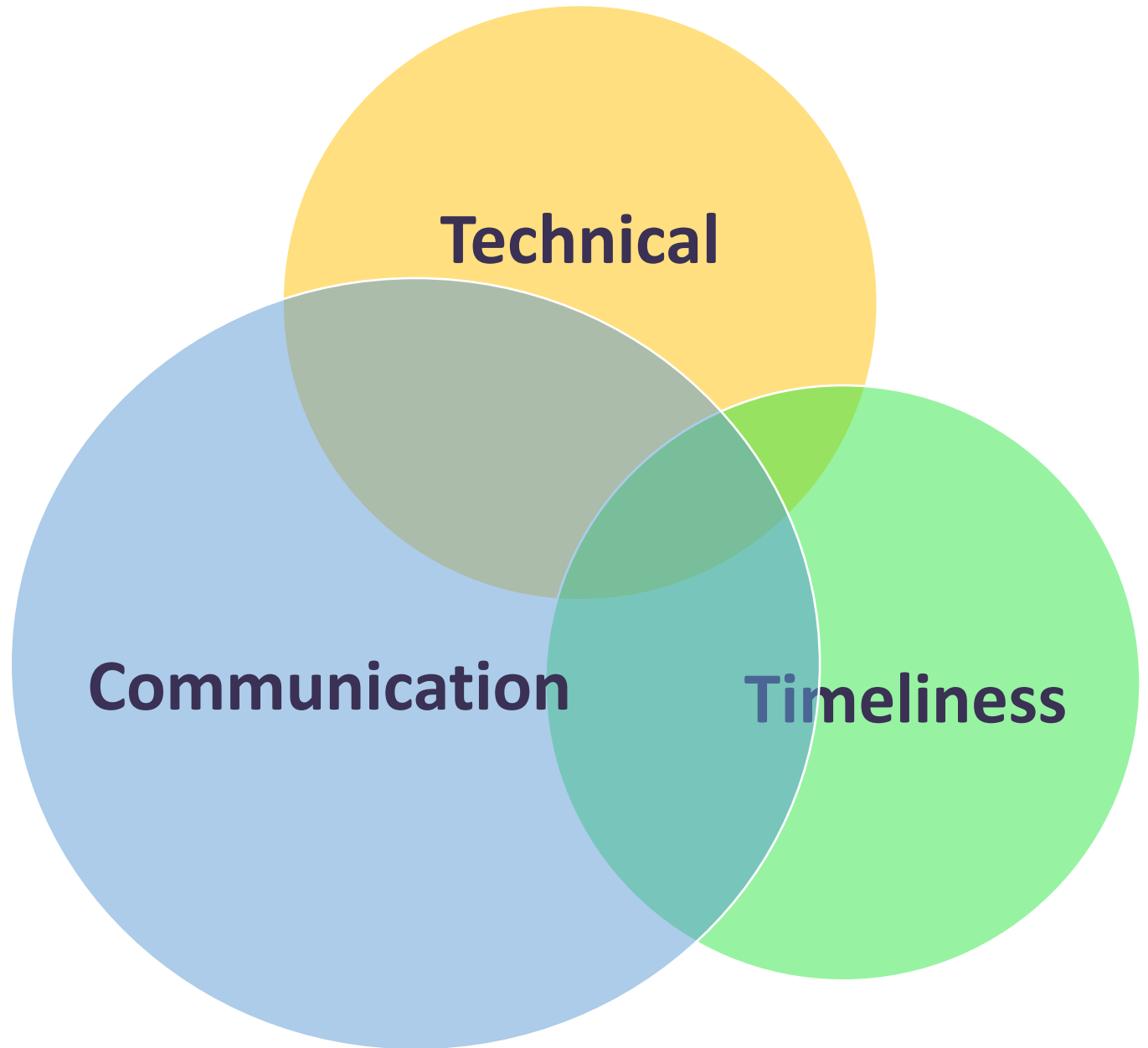


Importance of Language Example

“My Pleasure”

“.....you won't find "my pleasure" in any part of the Chick-fil-A training program.”

"You can't say 'my pleasure' without looking them in the eye,..."



Communication Excellence

Taking Service to the Next Level

“ Many good technicians fail to learn that fixing the problem is only one part to a successful service call. Many average technicians have learned that good communication covers a multitude of sins. What would happen if good technicians also became good communicators?”

Mike Canales, CHFM

Communication Excellence



- Technicians may not realize the value or impact of communication on relationships. Some suggest maintenance personnel have a reputation of lacking social skills or graces.

The Five Steps

- First Contact
- Making & Keeping Commitments
- Communication Throughout
- The Exit Interview
- The Follow-Up



First Contact



First Contact

- Customer Expectation
- Customer Perception
- The reality of where you are in the moment.
- Professional OR Amateur.

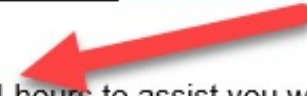


Customer Expectations

Dear Michael,

A ticket has been created for you per your request:

Ticket ID	OW9100
Title	Apps Need Downloading
Affected user	Canales, Michael A (Owensboro)
Registered date	2/17/2022 2:05:20 PM
Category	
Description	Greetings, Would like to load some apps onto my PC: Prezi Presentations Adobe PDF I am working from home. Need you to remote in for admin approval. Best, MIke Mike Canales, HFL Program Director & Professor Work [REDACTED]



A technician will respond within 24 hours to assist you with this helpdesk ticket. Helpdesk hours are Monday - Friday 8:00AM - 4:30PM. If you need immediate assistance please contact [REDACTED] Thank you.

PLEASE DO NOT REPLY TO THIS EMAIL

Owensboro Community and Technical College

Customer Expectations

- A real person?
- Timing? (How many rings? & Email Response)
- Voicemail?
- Direct Number?
- What about those “hallway” work orders?

Customer Perception

- Tone?
- Inflection?
- Verbiage?
- Who hangs up first?

“Being in The Moment”

- The customer has no idea how many other things you are handling?
- How do you “center” yourself quickly?



OUR CUSTOMERS ARE OUR NO. 1 PRIORITY,
EXCEPT WHEN WE'RE BUSY.. OR TIRED.. OR WE
JUST DON'T LIKE THEM ANYMORE



Professional VS Amateur

- Professional – Plays at a really high level regardless of how they “feel”.
- Amateur – Play as good as they “feel”.
- It’s about the challenging reps!

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Making & Keeping Commitments

- Specific and time bound.
- Suppress the “perfect estimation” oxymoron.
- Setting yourself up to exceed(realistically).
- Call if running behind and “RESET”.

Specific & Time Bound

- Avoid Ambiguity – “On my way”, “I’m on it”, “You bet, see you soon.”, “Got it.”, etc..
- Do Be Clear- “Be there in 15 minutes.”, “Letting x know, x will contact you before noon.”
- Elevate it – “Be there in 15 minutes, looking forward to taking care of it for you!”

Avoid the “Perfect Estimation”

- “Be there in 3 minutes.”
- Remember those hallway work requests?!!

Reset Expectations

- Even the best can't make every commitment.
- If it is going to be more than just a few minutes, **MAKE THE CALL!**



When you make a commitment,
you create hope. When you keep
a commitment you create trust!

John C. Maxwell

quotefoundy

Communication Throughout

- Understand “Ownership Level”
- Give updates.
- Give estimate on follow up.
- Include customer in decision making.
- Reset expectations when follow up does not go as plan.

Ownership Level

- Departments like Lab, Pharmacy, Surgery, Cath Lab, CT, Central Sterile, Kitchen etc...
- Critical Equipment – Analyzers, Central Stations, Steam, Control Access, etc..
- Personality Types?!

Give Updates

- Based on ownership level.
- High Ownership – Early & Regular.
- Ask the Customer update preference?
- Particularly important when delay due to part ordered or backordered.

Follow Up ESTIMATE

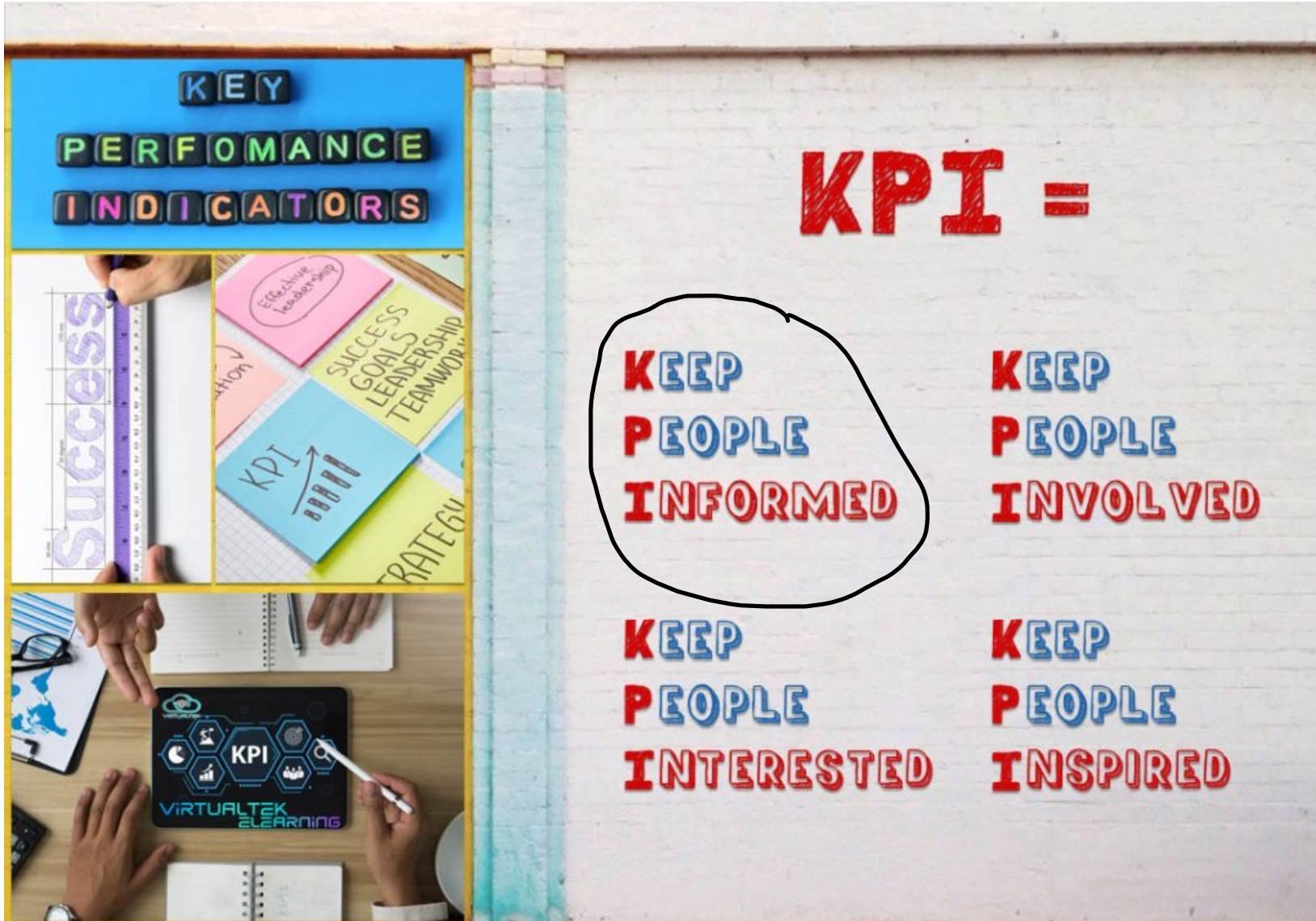
- Like Estimate of Arrival, set yourself up for success by padding “some”.
- Empathize with customer disappointment on “delay”.

Include Customer

- Back to knowing “ownership” level.
- Replace VS Repair?
- Willing to pay for expedited shipment?
- Willing to pay for “Contractor” vs wait for in-house.
- Would like a second opinion.

Resetting Expectations

- Delays are inevitable be “ready” with “apology” and new expectation.
- Empathize - The ability to identify with or understand another's situation or feelings:



The Exit Interview

- Let customer validate the work.
- “Is there anything else I can do?”
- Customers will test.
- Body Language

The Follow Up

- How did it go?
- Is it still working okay?
- Not all the time, apply as required and with “consistent” frequency.
- Icing on the “cake”.



**Perfect Customer Service Is a Goal.
Excellent Customer Service Is a Reality.**



Additional Communication Nuggets

- Human First, Human Last
- “People Do Not Hear Words”
- Two Primary Drivers of Human Interaction
- Communication Anxiety (generational?)
- Elevate the Message
- CUSTOMyour Service

Human First, Human Last

- Consistently make the first and last interaction as human/personable as possible.
- Most important for “new” or “challenging” relationships.
- Email – Open Salutation & personal touch with Closing Sentiment.
- Verbal – “Nice to meet you, My Pleasure, I have heard great things about you...etc..”

Email Openings

- I hope this email finds you well.
- Allow me to introduce myself....
- I hope you are having a good start to your week....
- How was your vacation/weekend/etc..?
- I hope your week is going smoothly.
- I'm hoping to get your input on....
- It's my pleasure to inform you.....
- It was great to speak with you earlier.

People Often Do Not Hear Words!

- We more often “conjure images”
 - Body Language
 - Tone/Pace/Articulation
 - Past Experiences
 - Association/projection
- Paint the picture for them!!

Primary Drivers of Human Interactions

- Is the message perceived as a “threat”!
- “What’s in it for me?”
- If both are addressed in a positive manner, then chances of message being received goes up significantly!

“Threat”

- Listener unable to receive nuances of message if threat is “perceived”.
- Deliver message in positive and nurturing tone, language, & terms.
- Particularly with “New” and “Challenging” relationships.

What's In It For Me?

- When there is a “benefit” to the listener, they will be more likely to “lean” into the communication.

Elevate The Message!

- My Pleasure
- Your work order is my passion
- I appreciate you trusting me with
- Glad to be of service to you.
- I appreciate you!
- Fake it until you are it!



90% OF GEN Z ARE ANXIOUS ABOUT SPEAKING ON THE PHONE

COMMBANK AND MORE



**CBS NEWS
NEW YORK**

69° 6:18 AM

→ THE NEWS IS ALWAYS STREAMING ON CBS NEWS NEW YORK AND CBSNEWYORK.COM



CUSTOMyour Service

- Be in the present.
- Use affirming language that fits the specific customer.
- Say their name.
- Notice their environment.
- “Manage Up”.
- Adjust your “game”.

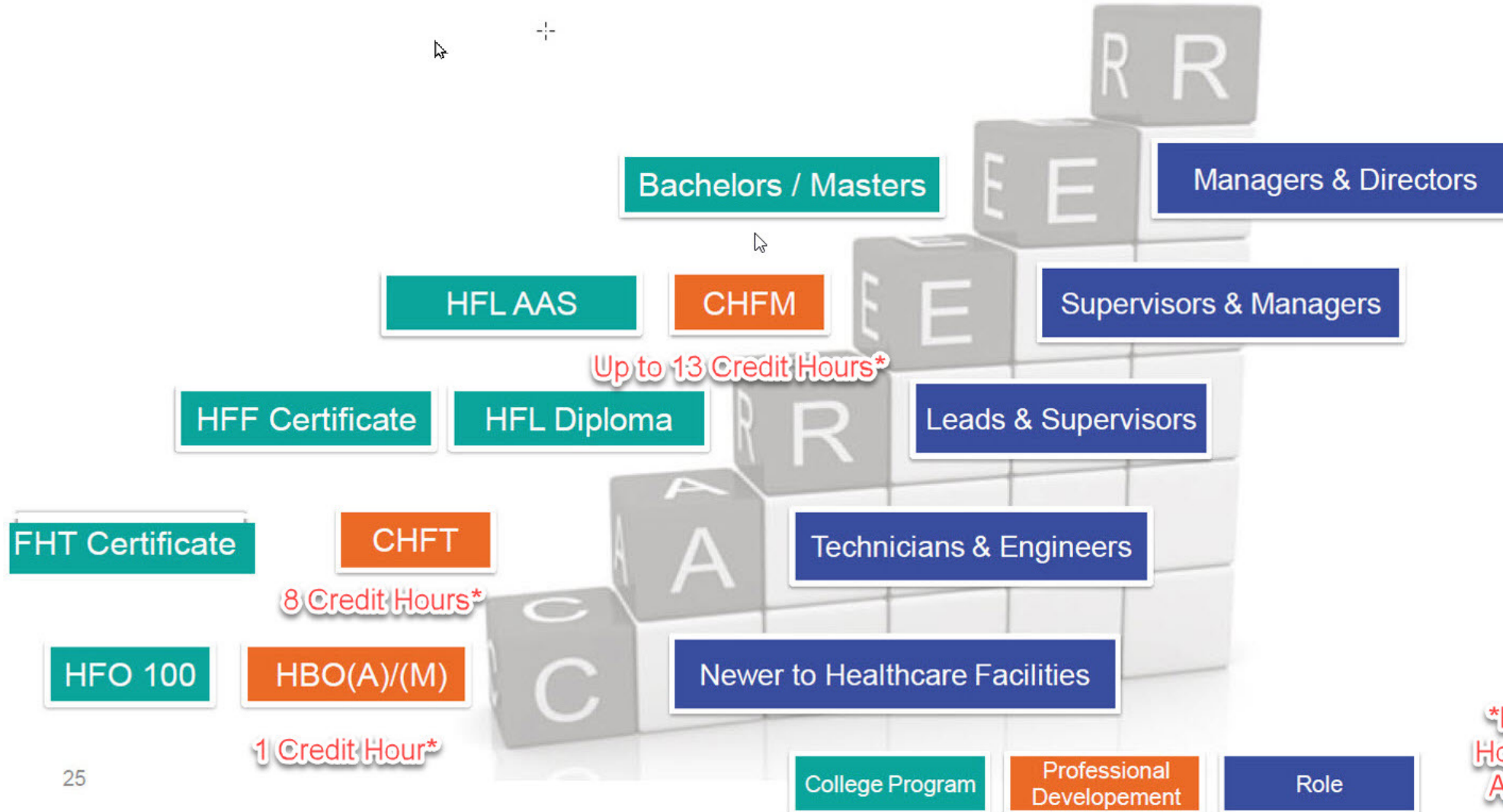
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Summary

- Professional VS Amateur
- Be realistic- 80/20
- Don't be afraid to fail forward
- There is always service recover.
- Communication Excellence is a Journey, Not a Destination!

Career Credential / Academic Ladder



*Experiential Credit Hours for OCTC HFL Academic Program



Remember...

No matter how good your
feedback is, you always
start over with the next
customer.

~Shep Hyken

Monday Motivation



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