





#### What is Customer Service?

- Excellent customer service is the ability of an organization to constantly and consistently exceed the customers expectations.
- A customer service experience can change the entire perception a customer has of an organization.

Exceeding Customer
Expectations



# The Feel Good Factor

One of the most important aspects of customer service is often referred to as the "Feel Good Factor."

The goal is to not only help the customer have a good experience, but to offer them an experience that exceeds their expectations.



#### The Feel Good Factor

It all starts with the first phone call!





Thank you for calling the best air duct cleaning company in the world, how can I help you?

- √ Make it a good experience
- ✓ Have a great attitude
- ✓ Be polite
- ✓ Listen to the customer
- ✓ Don't interrupt
- ✓ Speak Clearly
- ✓ Thank them for their time



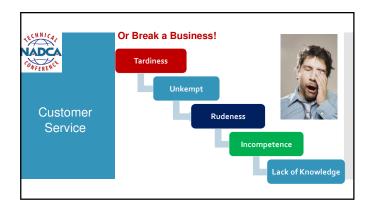
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#### **Technician Phone Call to Customer**

- ✓ Communicate with office/estimator all essential project details and scope of work
- Make a good impression before you even arrive The initial call sets the customer's comfort level
- ✓ Let them know your ETA even if you're 1 minute behind schedule
- ✓ A brief, friendly conversation sets the tone for the entire project











#### **Know Your Product**

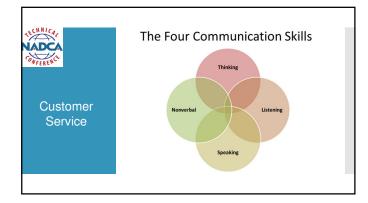
Know what products/services you offer inside and out. In other words, be an information expert. It may be okay to say "I don't know", but it should always be followed up by... "but let me find out."





## Communication

- ✓ When you communicate face-to-face, you use both verbal and non-verbal communication.
- ✓ Verbal communication refers the actual words you use and the way you say the words (tone, pitch and volume).
- Non-verbal communication refers to body language (expressions, gestures and posture).





### Communication

- ✓ Make eye contact with potential customers and properly greet them first as soon as the door is opened.
- ✓ A major part of communicating with the customer is listening and this is the hardest thing for most people to do.



## Communication

- ✓ Typically you can set the tone and volume of the conversation.
- ✓ It's hard for most customers to be rude when you're polite and respectful.



#### Communication

Most of the communication that we relay to others is done through body language.

If we have a negative body language when we interact with customers it can show

can she with customers it can she with the mast important parts are smiling and eye contact!





#### **Appearance**

Your initial appearance is the first thing the customer uses to form their opinion of you.

Remember that a future customer may also be forming their opinion.

You are the company!





# Appearance

In addition to your personal appearance, you should also consider:

- ✓ Service Vehicles
- ✓ Equipment
- ✓ Marketing Materials
- ✓ Invoices





#### **Anticipate Customer**

Needs Always look for ways to serve your customer more than they expect.

In doing so it helps them to know that you care and it will leave them with the "Feel Good Factor" that we are searching for



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#### **About the Customer**

The source for most dissatisfied customers begins with this first contact.

Mistakes are made.

What angers customers is the way the mistake is handled.





#### **Handling Mistakes**

- ✓ Deal with it 'head-on'
- ✓ Assure your customer that you stand behind your work 100% and that your job is not finished until they are completely satisfied
- ✓ Go Back! Just your presence, positive attitude and willingness to correct the issue will defuse the situation



#### **About the Customer**

- ✓ Research has shown that 50% of unhappy customers never complain, they just go away.
- √ 70% of disgruntled customers will return if the business apologizes and/or corrects an error.
- √ 95% will return if the frontline employee recovers impressively.





#### **About the Customer**

The customer who complains, typically is looking for a reason to continue doing business with you.

Complainers are more likely to do business with you again than non-complainers.

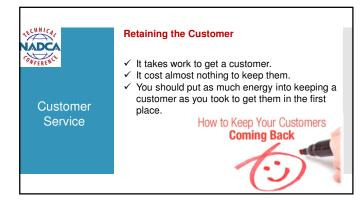




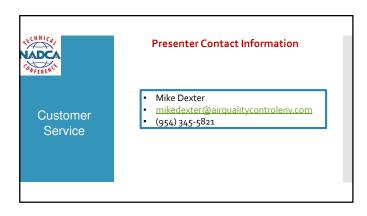
# What the Customer Really Wants

- ✓ Treated with Dignity and Respect
- ✓ Services that Meet Expectations
- ✓ Help with Problems
- ✓ Treated as Individuals
- ✓ Respect their Time
- ✓ Correct information









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