

Technician Track - VMT Program: Customer Service


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Presenters



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Disclaimer


This presentation is not intended to be a comprehensive program covering all aspects of this topic. All technicians are encouraged to read and follow all applicable standards, codes and regulations related to this topic.

- ✓ It is the responsibility of each individual contractor to follow local building codes and licensing requirements and to work safely in accordance with OSHA guidelines.
- ✓ It is the contractor's responsibility to take proper precautions on each project to prevent cross contamination. Always take the health and safety of the building occupants into consideration before you conduct any cleaning procedures.
- ✓ All of the following tips are only general tips. They do not cover every situation and it is your responsibility to adapt these tips to the individual system you are working on.
- ✓ The Instructor is not responsible in any way for the work you perform after viewing this slide show. You are responsible for your own work.
- ✓ The views and opinions following are the instructors opinions and not necessarily the official position of the National Air Duct Cleaners Association.



What We'll Learn


- Why Customer Service is Important
- Tips for Good Customer Service
- Handling Customer Issues on the Job




Customer Service

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.





Customer Service

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.

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The Feel Good Factor

It all starts with the first phone call!




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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

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When it comes to customer service there are certain traits that stand out that can make a business....

- Promptness
- Appearance
- Friendliness



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Customer Service

When it comes to customer service there are certain traits that stand out that can make a business....

- Professionalism
- Cleanliness on Site
- Trade Knowledge
- Customer Interaction




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Or Break a Business!

- Tardiness
- Unkempt
- Rudeness
- Incompetence
- Lack of Knowledge





Customer Service

Key Points

- ✓ Know your product
- ✓ Communication/Body Language
- ✓ Anticipate Customer Needs






Customer Service

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."






Customer Service


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).



Customer Service

The Four Communication Skills






Customer Service

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.



Customer Service

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.



Customer Service

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

Two of the most important parts are smiling and eye contact!

10 TIPS TO IMPROVE YOUR Body Language

1. **SMILE!** ☺
2. **Keep an open space before your upper torso.** (E.g., don't put your arms behind your back or fold them in front of you)
3. **Have eye contact.** Important to establish credibility.
4. **Be comfortable in your space.** Don't fidget, don't squirm, or don't look around your neck.
5. **(For ladies) When resting on your hand, keep the knuckles of your hand facing upwards.** This conveys a message of confidence.
6. **Mirror movement that directs.** Don't fidget, don't look away, don't look at your phone.
7. **Slow down your pace.** All the things that you have to do when you are in a meeting should be done at a slower pace.
8. **Be inclusive in your actions.** E.g., when the physical distance between you and the other person is wide, increase the contact and make occasional gestures towards the other person.
9. **Be open with your emotions.** Express your feelings or support your idea or your facts.
10. **Face yourself to match the other person.** At the end of the day, everybody is different. Mirror their posture individually and adjust the body language that will help you best connect with the other.

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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!





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Appearance

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

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




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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.



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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

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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.




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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.





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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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Retaining the Customer

- ✓ It takes work to get a customer.
- ✓ It cost almost nothing to keep them.
- ✓ You should put as much energy into keeping a customer as you took to get them in the first place.


How to Keep Your Customers Coming Back





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