



# CUSTOMER SERVICE & EXPERIENCE



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PRESENTER



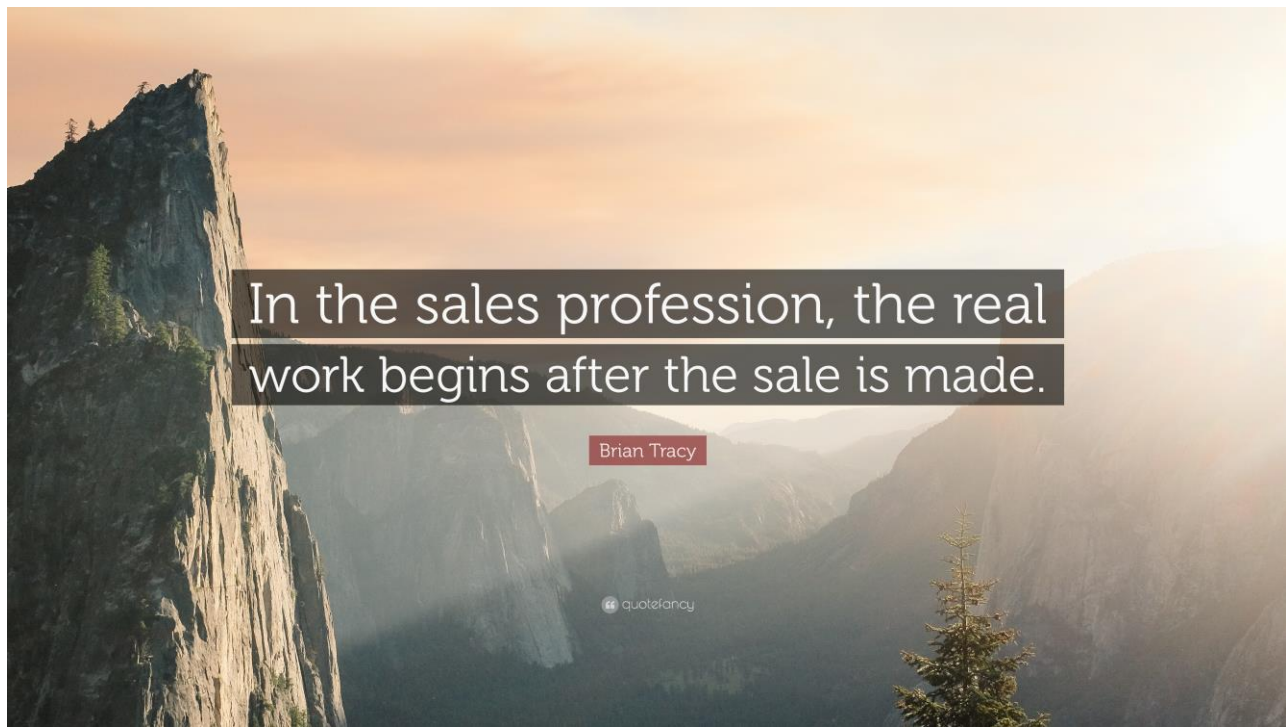
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## DISCLAIMER

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.



**The Lifeblood of a Business is Sales and Cash Flow  
~Brian Tracy**

If this is the case, then I would argue that your customer service and the customer experience are the oxygen needed to sustain that lifeblood!

**LEARNING**

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The Difference Between Customer Service and Customer Experience (CX)



Understanding the Customer Journey

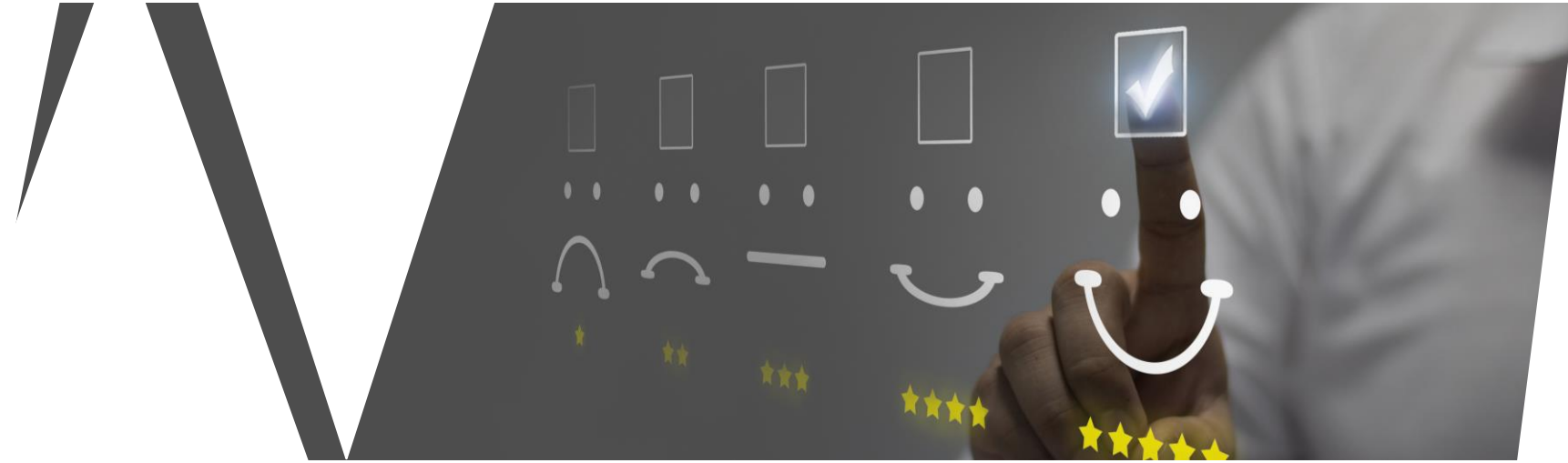


What makes a great Customer Experience



Delivering outstanding Customer Service

LEARNING



## **The Importance of Service and Experience**

In a world where online customer reviews, community groups and forums can make or break a residential service company, good customer service and a great customer experience are more important than ever.

**CUSTOMER SERVICE  
VS. CUSTOMER  
EXPERIENCE**

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## Why Service and Experience?

In fact, I would argue that the most important aspect of any job is the customer's experience. It doesn't matter if you're the best & most knowledgeable cleaner or company in the world *if the customer does not have a pleasant and memorable experience.*



CUSTOMER SERVICE  
vs. CUSTOMER  
EXPERIENCE



# The Importance of Service and Experience

89% of consumers are more likely to make another purchase after a positive customer service experience. ([Salesforce Research](#))



CUSTOMER SERVICE  
vs. CUSTOMER  
EXPERIENCE

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# The Importance of Service and Experience

- 68% of consumers say they are willing to pay more for products and services from a brand known to offer good customer service experiences. ([HubSpot](#))



CUSTOMER SERVICE  
vs. CUSTOMER  
EXPERIENCE

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# The Importance of Service and Experience

- 58% of American consumers will switch companies because of **poor customer service**. (Microsoft)



CUSTOMER SERVICE  
vs. CUSTOMER  
EXPERIENCE

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SO, WHATS THE  
DIFFERENCE?

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# Customer Experience

Customer Experience is a series of events or occurrences that leave an impression... Or not.





## Customer Experience

- Begins with the customer's problem
- Includes every action to find your company & the solution to the problem (The customer journey)
- *Is the responsibility of everyone in the company*

SO, WHATS THE  
DIFFERENCE?

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## Customer Service

- Customer **Service** is interpersonal advice or assistance given to someone during and after the sale of a product or service



SO WHATS THE  
DIFFERENCE?

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## Customer Service

- Happens during the phone call or visit
- It is usually a one-on-one interaction.
- Is the responsibility of the individual or individuals on the phone/chat or on the job

SO WHATS THE  
DIFFERENCE?

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# Customer Journey

- Web search (results)
- Google Page
- Reviews
- Ease of contact
  - Phone answered?
  - Chat available?
  - Easy booking?

**CUSTOMER SERVICE  
vs. CUSTOMER  
EXPERIENCE**





## Customer Journey

- The more barriers from problem to solution, the less likely a customer is to perceive a positive experience with your company.

CUSTOMER SERVICE  
vs. CUSTOMER  
EXPERIENCE

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# Customer Experience

- The customer experience journey leads to the customer service opportunity and then picks back up when it's complete.

**CUSTOMER SERVICE**  
**vs. CUSTOMER**  
**EXPERIENCE**

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# When does the service begin?

- The first part of service is the booking.
- Next, it's the tech's time to shine!!



EXCELLENT  
CUSTOMER SERVICE

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# Delivering Outstanding Customer Service

- The description during the call and the execution should always be in sync!

BE PREPARED

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# Delivering Outstanding Customer Service

- Appearance
- Demeanor
- Care & Communicate
- Perform
- Close



**BE PREPARED**

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# Delivering Outstanding Customer Service

- Clean, branded vehicle
- Well-groomed
- Professional uniform
- Protective items (shoe covers)



**APPEARANCE**

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## GREETING AND DEMEANOR

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## Take A S.E.C.

- Smile
- Eye Contact
- Comment



## Clarify

- Tour the home.
- Confirm service need via inspection.
- Have a conversation (listen intently).

CARE AND  
COMMUNICATE

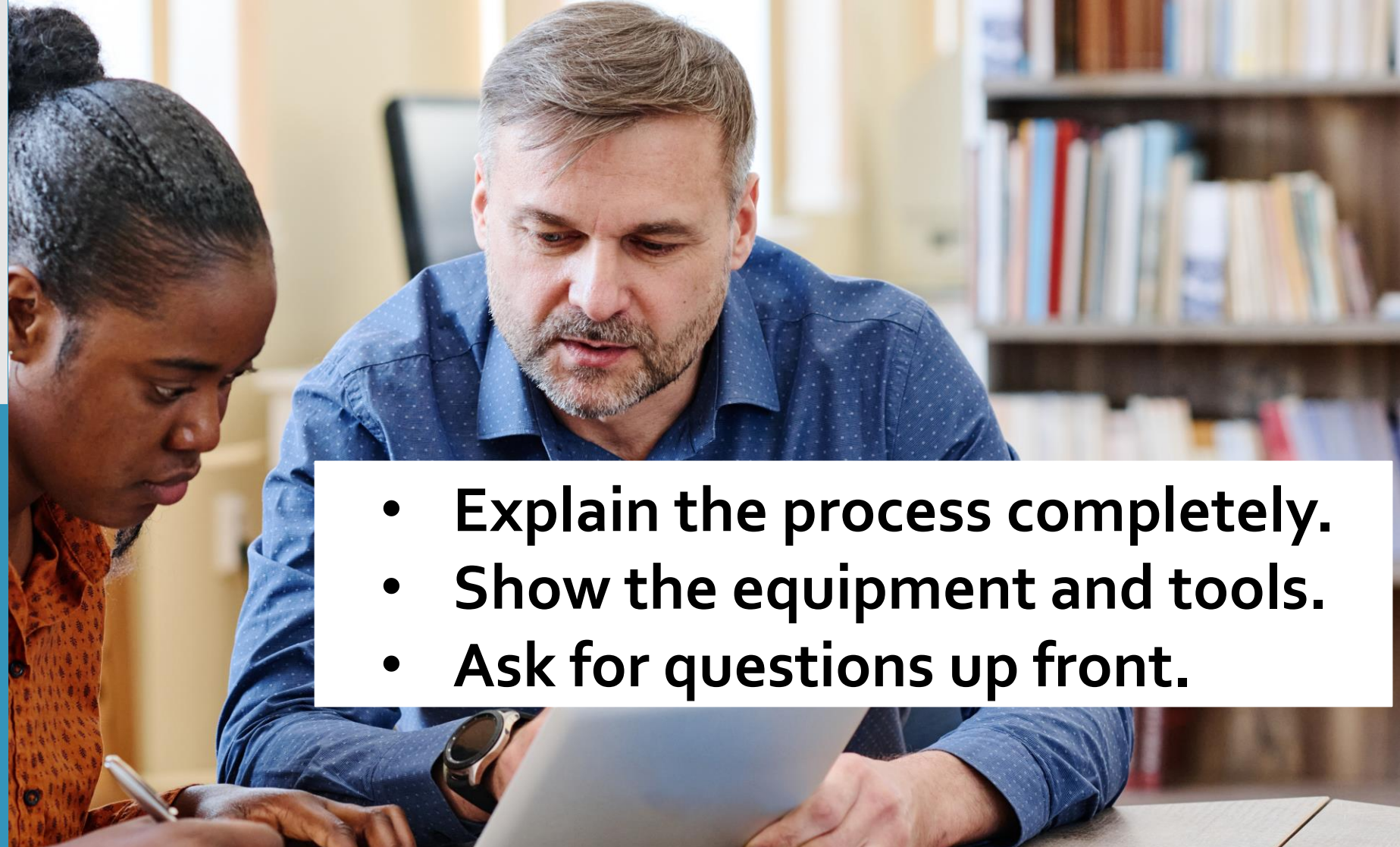
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**CARE AND  
COMMUNICATE**

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- **Explain the process completely.**
- **Show the equipment and tools.**
- **Ask for questions up front.**



CARE AND  
COMMUNICATE

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## Educate

- The better you explain, the less likely you will have unsure customers following you around the entire job.





## 3 Things All Customers Want

- To be heard
- To be understood
- To be cared for

CARE AND  
COMMUNICATE

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CARE AND  
COMMUNICATE

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## Protect the Home

- Lay down floor protection
- Cover items under vents
- Tie hoses
- Use corner protectors





PERFORM

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## Complete the Work

- Follow ACR ,The NADCA Standard – 2021 Edition.
- Take before and after photos, video or engage the customer in the process.
- Document anything helpful to share.
- Clean the work areas.





## Close Out

- Do your walk through with the customer
- Discuss what was done
- Ask about concerns
- Collect payment
- Ask for a review
- Ask to schedule next visit

CLOSE

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## Conclusion

- Increased word of mouth
- Recognition from company and peers
- Positive online reviews
- Repeat Business, Increased Lifetime Value and Job Security

**BENEFITS OF A  
GREAT EXPERIENCE**

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Q & A

You have

Questions

We have

Answers



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Title of  
Presentation

Thank you  
for  
Participating!

