Serving Up Success

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A Customer

- A customer is the most important visitor to our premises.
- He is not dependent on us. We are dependent on him.
- He is not an interruption to our work. He is the purpose of it.
- He is not an outsider to our business. He is part of it.
- We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.

  - Mahatma Gandhi
What is Customer Service?

- **Service:**
  - Anything that a person wants or needs in order to get his or her needs met or job done.

- **Customer:**
  - *Anyone* who come into contact with any aspect of our business, *no matter how remote*, and has an opportunity to form an opinion of us.
Customer Service

Three Factors distinguish organizations from one another...

- The **PRICE** of the product or service.
- The **QUALITY** of the product or service.
- The **SERVICE** they provide.
Why do customers switch?

- 8.3% Price
- 8.3% Product/Technical quality
- 20% Don’t know
- 30% Other
- 40% Poor service

- 3% Move away
- 5% New friendships
- 9% Price
- 14% Product/technical quality
- 64% Poor service

Source: Forum Corporation, Boston, MA

Source: TARP (Technical Assistance Research Programs)
White House Office of Consumer Affairs, Washington D.C.
What is a customer concerned with?

- **Reliability:**
  - Services performed dependably and accurately.

- **Responsiveness:**
  - Needs met with speed and initiative.

- **Assurance:**
  - Customers want service providers to be knowledgeable, courteous, and trustworthy.
What is a customer concerned with?

- **Empathy:**
  - Customers want care and concern.
  - Desire to be treated as individuals.

- **Tangibles:**
  - Tangible product or service.
  - Physical appearance of facility and people.

- The majority of what concerns the customer are the intangibles.
What do MGs need to know?

- Face-to-face skills
- Phone skills
- E-mail skills
Face-to-Face Communication

- Grown-up 4-Hers
- Etiquette
- Be prepared to show and tell
Making Introductions

- Always stand
- Wear your nametag on the right-hand side
- Introduce yourself with your first and last name
- Unless given permission, always address someone by his or her title and last name
Handshakes

- Female dictates the action or inaction
- The grip – pressure equal to receiver
  - No macho grips
  - No hip stuff
How You Say It

- Voice Characteristics
  - Volume
  - Tone
  - Rate
  - Enunciation
  - Accents

- Common Grammar Mistakes
  - Subject/verb agreement
  - Confusing I, me, and myself
Body Language

- **Stance**
  - Back straight, shoulders back, chin up

- **Sitting – NO SLOUCHING**

- **Facial expressions**
  - Natural smiles denote warmth, openness, and friendliness
Body Language

- **Eye Contact**
  - Looking into a person’s eyes conveys interest in the conversation
  - Don’t stare – occasionally shift to other parts of the face

- **Gesturing, nodding, and fidgeting**
  - Overdoing gestures presents an image of excitability
  - Be aware of unconscious habits
  - Use nodding sparingly to convey understanding
E-mail Customer Service

- Use proper grammar and spelling – no acronyms or emoticons
- Always use the subject line
- Save to draft before sending
Professional E-mails

- Write a short introduction (no more than two sentences). What is your point in contacting this person?
- Only discuss one point per paragraph
- Include a subject line
- Include an e-signature (first and last name, phone number, e-mail address)
Professional E-mails

- Follow proper punctuation/grammar rules
- Use a colon after addressing someone—John Doe:
- Include appropriate salutation (Respectfully, Sincerely, Thank you, etc.)
Phone Customer Service

- Video
Telephone skills

- Correct greeting.
- Smile, they can hear it.
- Handling questions correctly.
- Shaking nuts from the tree.
Telephone Etiquette

- Placing a call
  - Identify yourself
  - Explain your reason for calling
  - Inquire about convenience

- Answering a call
  - Answer promptly
  - Use your full name
  - Ask how to assist

- Returning calls
  - Return calls within 24 hours
Interruptions

- **Call Waiting**
  - Apologize and state that you will return immediately
  - Explain to the other caller that you will call back
  - Return promptly! – within 30 seconds

- **Placing on hold**
  - Apologize
  - Give the estimate for return
Answering Machines

- Outgoing messages
  - Short and simple is the rule
  - Provide your name and request that callers leave a message

- Leaving a Message
  - Identify yourself and provide your number first
  - Give the date and time of your call
  - Provide your reason for calling
  - Repeat your number
Let’s Practice!
Your Stories
Questions?

- We’re always here to help.
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