

Values

Values



Face VALUE or Added VALUE?

Which service does your organisation provide? Your ambition to deliver excellent customer service will fail if it only glosses over the surface and misses the opportunity to capture BOTH the hearts and minds of everyone in your organisation.

Do you recognise the following symptoms in any of your customer facing teams; cold glazed stare, fixed jackass grin accompanied by repetitious soulless delivery of rehearsed phrases?

If you do, don't call the emergency services, or flee the proximity of the afflicted, instead, ask yourself, rather than being in imminent danger of contamination, could I actually be the cause of this complaint?

For any customer service to be successful, time and energy will need to be spent capturing and channelling the emotions and feelings of your teams, engaging their hearts as well as their minds. Although the symptoms are rarely fatal, even short term exposure of your customers to zombie-like, service devoid of emotion will encourage them to

keep out of the danger zone and seek safety in the arms of your competitors. If you have customer service programmes that fail to reflect the values you, and your organisation then it could be YOU at the root of the problem!

In the spirit of "physician, heal thyself" a simple soul-search should prevent any further outbreaks. Take a long hard look in the mirror and be really honest about what you see –

- How much does customer service delivery REALLY mean to you and your business?
- Where does service come on your list of priorities?
- How much personal investment in time, energy and resources are you prepared to commit to customer service?
- Do you motivate and inspire all the members of your team to deliver service excellence?
- Does your behaviour ensure you are viewed as a role model for service?

Got a question about your Service VALUES?
E-mail steven@withav.net

Want to talk through a service issue
then call Steven on 07940 329704.



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Just as you can immediately sense if someone is going through the motions of delivering service, your team will be able to see immediately if you are willing and capable of giving service yourself. They will observe you closer than you can ever imagine, dissecting your messages in written and verbal communication looking for a genuine display of passionate customer service terminology. They will watch how you lead and manage your team, and will expect to be treated with the same courtesy, respect and warmth that they are expected to deliver to their customers. They will listen to the words you choose to use when speaking to customers directly and will want you to provide a role model that they can copy for service excellence.

If you can honestly eliminate yourself as a potential source of the value-less service then the next place to look is to the values and workings of your organisation.

- Where and how does service figure in your organisation's values?
- Do you communicate this emphasis on service to your existing employees (not only those in customer facing roles) and potential employees?
- Do your existing and potential customers know about your passion for service?
- Are you confident that you have created a culture where great service delivery is recognised and where the individuals that give the best service are rewarded for their efforts?
- Have you a plan in action to transform any poor service providers around and to manage those cynical about the benefits of service?

As a business leader you cannot just expect a culture where giving service is genuinely offered to all customers to miraculously appear, you will need to take responsibility to create the right conditions. If you use rewards with your team, ensure the individuals receiving promotion and those who get the praise and recognition are doing so for their contribution to driving customer service. If there are consequences for the failure to deliver

service, it will need to be carried out fairly and with an element of re training to improve performance.

The final place to look for the cause of service without values is the customer facing teams themselves. It will take a great deal of energy to transform a pig's ear into a silk purse yet many businesses still recruit pigs ears and spend years sewing to no avail! How do you measure up on the following parameters?

- Are your recruitment and selection processes designed to draw out the service talents and potential from all prospective employees?
- Do you use your service role models to interview potential customer service staff?
- Are all of your training programmes unique to your business and designed to focus upon the wants and needs of your specific customers?
- Is time spent inducting, training and developing all your front line staff in how to connect emotionally with your customers?

Although it is easier and cheaper to tell people what to do and what to say, "You should have said this" and "You should have done that!" these directions fall down when the exact scenario is not re-enacted. The first step of any service training must be to connect with the values of the trainees, what they really feel about the customers they face and the service they are expected to deliver. By involving existing service champions in the design and development of any service coaching or training you will create unique service solutions that are practical and relevant. By focusing upon feelings and values as well as rational processes all your business will be able to communicate with a passion and relate to your customers at every level.

So have you covered all your service bases? If you are happy that you have attended to the three elements of value driven customer service then there is only one action to take - CALL AN AMBULANCE IMMEDIATELY! The person with the cold glazed stare, fixed jackass grin accompanied by repetitious soulless delivery of rehearsed phrases must have something else!

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