



@TeresaAllen
#custserv

A 2020 Service Strategy To Grow Your DPH Business

A 2020 Service Strategy to GROW Your Vending Business!

- 1. Meet & Exceed Customer Expectations**
- 2. Engage Employees Who Will Engage Customers**
- 3. Be Millennial Savvy**
- 4. Make It Right When Things Go Wrong**
- 5. Build & Protect Customer Relationships Proactively**

Common Sense Service Strategy #1: Meet & Exceed Customer Expectations

CUSTOMER EXPECTATIONS Before During After the Sale

BEFORE

Home Visit

Showroom Visit

Phone Call Inquiries

DURING

Installation questions from homeowners/builders

AFTER

Billing

Responding to Service Inquiries / Product performance issues

CUSTOMER EXPECTATIONS by Customer Type

Retail Customer

Homebuilder

Designer

Lagniappe: *The art of doing a little something extra!*

Example of lagniappe I or my team could provide to a customer:



Copyright 2019

850-460-7105 * www.AllensSpeaks.com * tallen@AllensSpeaks.com

Twitter: @TeresaAllen **LinkedIn:** [Linkedin.com/in/TeresaAllen](https://www.linkedin.com/in/TeresaAllen) **Facebook:** [Facebook.com/CommonSenseSolutions](https://www.facebook.com/CommonSenseSolutions)

A 2020 Service Strategy To Grow Your DPH Business

What consumers say makes an experience GOOD:

Problem resolved **quickly**

Problem resolved in **one interaction**

Person who helped me was **nice**

Outcome was what I originally **hoped for**

What consumers say makes an experience BAD:

I had to explain my issue to **multiple people**

It took **too long** to resolve the issue

The person I dealt with was **rude**

Problem was **NOT resolved**

Common Sense Service Strategy #2: Engage Employees Who Will Engage Customers

Findings of Gallup Study on the State of the American Workforce:

When front line employees make an emotional connection, results are HUGE!

Customers will:

Spend more

Promote your brand

Forgive service blunders

Resist competition

Having BOTH employee and customer engagement can result in a 240% performance boost.

Engaged Employees are . . .

480% more committed to helping their organization succeed

250% more likely to recommend improvements

370% more likely to recommend you as employer

Management style and leadership is KEY to Engagement:

Trust, approachability, motivating, inspiring, compassionate, good listener, good interpersonal skills

Engaged employees understand their personal connection to the success of the organization.

Organizations with engaged employees solicit and value employee input & empower employees.

Common Sense Service Strategy #3: Be Millennial Savvy

Preference

- Prefer text to phone call
- Want answers FAST
- Switch devices constantly
- Do-it-yourself generation
- Know me personally!

Action Step Based on Preference

- Have textable phone number for this purpose
- Automate your CRM for immediate alerts to customer inquiries
- Have ability to respond via many channels and monitor all
- Use FAQ webpage and community forums
- Keep personal info and history/ access it before responding

Millennial Numbers:

By 2020 **50%** of American Workforce Millennials

By 2025 **75%** of Global Workforce Millennials



Copyright 2019

850-460-7105 * www.AllensSpeaks.com * tallen@AllensSpeaks.com

Twitter: @TeresaAllen **LinkedIn:** [Linkedin.com/in/TeresaAllen](https://www.linkedin.com/in/TeresaAllen) **Facebook:** [Facebook.com/CommonSenseSolutions](https://www.facebook.com/CommonSenseSolutions)

A 2020 Service Strategy To Grow Your DPH Business

Common Sense Service Strategy #4: *Make It Right When Things Go Wrong*

6 Steps to CALM the customer

1. Keep yourself calm
2. Listen for feelings / Register facts
3. Empathize / Call customer by name
4. Restate complaint in your own words
5. Propose a solution
6. Confirm Agreement

Institutional vs Transactional Complaints

Transactional—Focuses on specific transaction

Usually product or people related

How to handle: Listen carefully, show empathy, act QUICKLY to resolve

Institutional—Employee receiving it has no personal control over it

Centers on the WAY you do business, NOT a specific incident

How to handle: Listen carefully, show empathy, offer to pass on to management

How can your team pass customer concerns to management?

Common Sense Service Strategy #5: *Build/Protect Customer Relationships Proactively*

Proactive Service:

of Clients _____ How many times/year I want to contact: _____
contacts/week: _____ *How often is my competition contacting my customer???*



There is no such thing as an insignificant close encounter... Every time we interact with a customer, the impact on the long term success of the organization is significant!

—Teresa Allen Author, *Common Sense Service: Close Encounters on the Front Lines*

Special resource page for attendees:

www.AllenSpeaks.com/DPHA

Don't let the learning stop today. Why not involve your team in building a renewed common sense customer service strategy. Ask your team members to discuss their customer service encounters so they may learn from them!

Just like Frank, I would appreciate your referral! If you know of a business or organization that could benefit from a *Common Sense Service* program, please let me know.

Text COMMONSENSE to 22828 to sign up for Teresa's FREE *Common Sense News*
When you NEED expertise and you WANT fun,
Teresa is the perfect speaker for your event!



850-460-7105 * www.AllenSpeaks.com * tallen@AllenSpeaks.com

Twitter: @TeresaAllen **LinkedIn:** [Linkedin.com/in/TeresaAllen](https://www.linkedin.com/in/TeresaAllen) **Facebook:** [Facebook.com/CommonSenseSolutions](https://www.facebook.com/CommonSenseSolutions)

Copyright 2019