



Award Winning Customer Service

**‘How to Define and Build
Amazing Customer Service
In Your Business’**

Please pass on this training memo to anyone who will benefit.

September 23, 2020



AWARD WINNING CUSTOMER SERVICE

A 10 Point Guide to Award Winning Customer Service:

- Expertise in Product, Service & Company Processes
- Customer Appreciation
- Accessibility across Multiple Channels
- Friendly Professionalism
- Empathy
- First Call Resolution
- Response Time
- Ongoing Communication
- Apology & Crisis Management
- Consistency



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. on Navigating the Online Customer Experience.

With the advent of COVID-19, **the online customer experience is fast becoming the new benchmark** for which customers measure the level of service a company offers. In a practical way the online customer experience may in some instances replace the face to face customer interaction. **Companies, entrepreneurs or solopreneurs must revisit their avenues of customer interactions including website, social media pages and other platforms** and ensure the user experience is one which creates a favourable response for their customers.

According to a recent survey, 2020 ACA Survey: Achieving Customer Amazement by Shep Hyken - 96% of customers will leave your company for a bad customer experience and 52% of customers are willing to pay more for a fantastic customer experience.

The customer online engagement has skyrocketed in every part of the world as we continue to experience quarantine and restrictions in our movement. This means ensuring that every channel available for customer engagement must be functional. **Now is a great time for businesses to do an audit of all of their service channels including online solutions and make sure everything is working well.** The audit process may reveal functional or integration issues on your website. Websites along with social media platforms that are not optimized will require the necessary adjustments to be made.



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. (cont.)

A free, convenient and effective tool you can use is WhatsApp:

- Broadcast messages up to 256 contacts
- **Automated communications for greeting messages, away messages or quick reply for example:**

Away Message - when a customer messages, advise you will get back in touch with a response within 24 hours or that you are closed and will open at X time.

Quick Replies - these messages allow you to respond with a pre-written message.

- **WhatsApp Business App can also act as a CRM (Customer Relationship Management) tool.** The '*labels*' feature allows you to tag contacts just like in a CRM application. You can add '*labels*' to the customers that are frequently contacted or add the '*labels*' during the messaging process. Once you tag the customer with a label, you will be able to create groups and create broadcasts based on labels you have assigned.

According to the same ACA survey, the majority of customers still prefer using the telephone to communicate. In the survey, telephone came in as the number one channel customers prefer to use with a substantial 16.3% lead. I recently did a redesign for my website and had some challenges that required me to contact my hosting provider GoDaddy. They have an awesome call back service, that simply advises you of the estimated wait time and asks you if you would prefer a call back.



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. (cont.)

When designing your customer journey, think about the most friction-less way for your customer to navigate and have their problems solved.

Is your website customer friendly and easy to use? If not, now is the time to revisit and review the content being shown. Think about your website as your physical store.

Customers must have the ability to not only window shop, but also be able to make a purchase through your website. **The information and content provided must be clear about what you offer and how to access it.** A customer will visit your site and see many things happening all at once. Your website page layouts, font choice, images, the content, and the purchase process (where applicable) influences whether customers decide to make a purchase.

Recently, the insurance on my motor vehicle expired and I visited the website of my insurance company. It seemed they allowed third party bank transfers, however, the participating banks were only three (3). Their option for credit card payment was only available via a third party payment agency which would mean that I would have to sign up for an account with them. After exhausting all research online for my options for payment, I decided to visit the location in person. After completing the payment, I asked the Customer Service Representative why their company was not listed on the platform for all banks and of course she was unable to answer.



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. (cont.)

- Be aware of how accessible your services are to your customers, especially during this time when we all have to reduce our face to face interactions with each other.
- **Businesses must ensure that features including Live Chat are being actively managed** by someone to respond quickly to any customer query or concern.
- **An automated, estimated response time should also be given to customers who are using your Live Chat communication.** This ensures that expectation in terms of wait time is provided up front. Additionally, functionality in the form of clickable buttons on your website should be tested to ensure that they are working.
- **Another great area for improvement is your brand on Social Media.** Review the platforms on which you are present- Instagram, Facebook, LinkedIn, Twitter, YouTube, Pinterest, etc.



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. (cont.)

According to Statista there are 2.4 Billion active users on Facebook as at December 2019, YouTube has 2 Billion active users, Instagram has 1 Billion active users, Twitter has 330 Million active users, LinkedIn has 303 Million active users.

- Your customers are “hanging out” now more than ever on these platforms either for recreation, entertainment, browsing or for their own businesses.
- If your opening hours have been adjusted or you now have a Sales Offer or offer delivery and/or curbside pickup, **these types of information need to be updated on your social media platforms.**
- Recently, it is noticeable that it is easier to visit a business’ Instagram page to confirm whether their restaurant or business is open and their adjusted opening hours.
- Google may show opening hours as normal as if there were no changes to the opening hours which is misleading. This means that **your Google Business account would also need to be adjusted and not just your social media page.** There are applications that can also provide a seamless integration to make the update a one time process.



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. (cont.)

Since this pandemic, customers have been more expressive on social media platforms about shortcomings, issues and challenges with various businesses. Ensure that when your customer makes a negative post on any of your social profiles, **please do not delete it.** Deleting the comment does not remove their experience, it does not help the situation. Every device has the brilliant capability of taking a screenshot and; yes you have deleted it but that does not mean it is gone

- **Prepare a communication response plan that can be used to respond to negative comments.**
- Show some form of empathy in the form of an apology, kind words and of course some action with respect to as to what are the next steps the customers should be taking.
- Migrate the conversation from the public platform and re-direct the customer to a direct message (DM) or telephone call to have the issue resolved or explained.
- Use words such as *“We sincerely apologize for any inconvenience this delay may have caused, we will be sending you a direct message to see how best we can resolve the matter.”* What this does, is to show other customers who view the comments that you are human and you are willing to fix an issue rather than just delete it.



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. (cont.)

Another grave mistake many companies make is remaining silent when negative comments are being hurled all over their page/profile.

- Please note that **remaining silent does not help either because it sends a message that you do not care.**
- *If the customer was standing directly in front of you, would you ignore them and remain silent when they are complaining? So why would you choose that approach online?*
- Be compassionate and show your customers that you value them and their business.
- ***When this pandemic is over, the companies that will thrive are the ones who showed compassion, empathy and care when their customers needed it the most.***



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Yanique Grant, Customer Experience Specialist, Professional Training and Occupational Services Inc. (cont.)

Key Takeaways:

- Audit all your online platforms and ensure they are functioning.
- Be responsive on all platforms. This can be done by yourself or having a dedicated set of persons who have direct responsibility for responding. Remember that when you are online the general expectation from a customer is an instant response.
- Create a communication response plan for when things go wrong with the service experience because they will wrong at some point. You must know what you are going to say and do and so should your team.
- Ensure your online experience is effortless and your customer is not confused by how to navigate your website in order to get their delivery or request processed.
- Focus more on your social media engagement and build your community - engaging on social media is a fantastic way to keep your brand top of mind all while delivering value to your customers.
- Reassure and Inform Your Customers - the most important part of navigating the online customer experience is keeping your customers informed of adjusted opening hours, updates to any delivery policies or a new way to reach Customer Service.

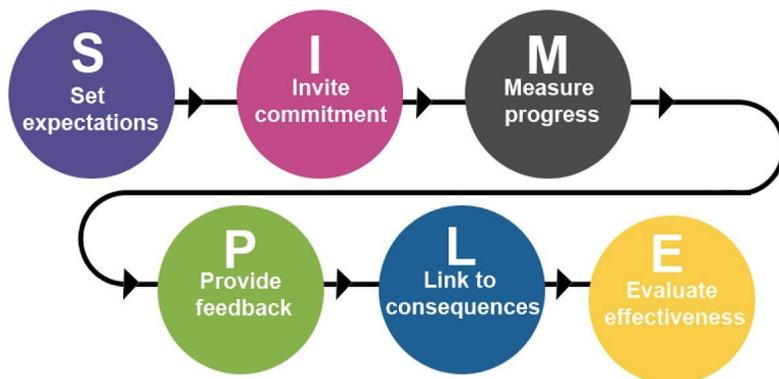


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Dr. Nsombi Jaja, Author, Business Consultant, Life Coach and Speaker on Service Excellence Components

- 1. Set Expectations:** CS standards must be established; use international benchmarks.
- 2. Invite Commitment:** Set service level agreements where possible.
- 3. Measure Progress:** What gets measured gets done. Report in adherence to standards.
- 4. Provide Feedback:** Establish a mechanism for logging and tracking complaints and suggestions. Track complaints to resolution.
- 5. Link to Consequences:** Establish system of recognizing and rewarding high performance as well as identifying otherwise.
- 6. Evaluate Effectiveness:** Track and monitor results through surveys.

A SIMPLE approach to



high performance
organization



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Dr. Nsombi Jaja, Author, Business Consultant, Life Coach and Speaker on Service Excellence Components

Service Excellence Components

Leadership
Strategy and Governance

Recognition and reward

Monitoring auditing & measurement

Complaints logging and tracking mechanism

Training & capacity building

Service Excellence Charter & Standards

Service Excellence Ambassadors

International Benchmarks



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Dr. Nsombi Jaja, Author, Business Consultant, Life Coach and Speaker on Service Excellence Components

Building Service Excellence

“Everything rises and falls with leadership” John Maxwell

- Leadership must commit to excellent customer service;
- Customer service must be embedded in the strategy, objectives and operations of the organization;
- Use international benchmarks and standards for your operations;
- Multi-channel management: Telephone; Face to Face; On-Line
- Establish specific turnaround times by channel;
- Workplace civility;
- Service Level Agreements (SLA) for the business; external and internal;
- Training crucial in Product, Customer Service, Technical Expertise, and Soft Skills;
- Monitoring & Measurement: What gets measured gets done; Regular Reports on Adherence to Standards; Set targets for Improvement over time;
- Customer Surveys; Capture Customer Complaints; Mechanism to log and track complaints to resolutions;
- Severe complaints need to be flagged for urgent addressing;
- Root cause analysis of repeat problems;
- Establish a culture of Recognition & Reward for excellent customer service.



RESOURCES

Yanique Grant

- Customer Experience Specialist, Professional Training and Occupational Services Inc.
- Contact: yg@yaniquegrant.com or 876-813-5196
- Website: <https://yaniquegrant.com>

Dr. Nsombi Jaja

- Author, Business Consultant, Life Coach, Speaker
- Contact: nsombijaja@gmail.com or 876-361-2589

16 Key Customer Service Skills + What is Customer Service

- <https://www.helpscout.com/blog/customer-service-skills/>

Why Your Customer Service Sucks

- <https://www.helpscout.com/helpu/your-customer-service-sucks/>

The Future of Customer Service: 10 Trends to Watch

- <https://www.helpscout.com/helpu/future-of-customer-support/>

The 5 Biggest Mistakes in Small Business Customer Service

- <https://www.helpscout.com/helpu/5-biggest-mistakes-smb-service/>

RESOURCES

8 Rules for Good Customer Service

- <https://www.thebalancesmb.com/rules-for-good-customer-service-2948079>



19 tips to improve your customer service skills

- <https://www.qualtrics.com/experience-management/customer/service-tips-skills/>

25 (Basic + Advanced) Customer Service Skills For 2020

- <https://www.nextiva.com/blog/customer-service-skills.html>

The Role of Social Media in Customer Service, a Social Media Guide

- <https://www.commbbox.io/the-role-of-social-media-in-customer-service-a-social-media-guide/>