Customer Service Revolution

A Book Review

Key quotes

“Experience it forward. What employees experience, Customers will. The best marketing is happy, engaged employees. Your Customers will never be any happier than your employees.” (P. 3)

“Service to others is what we owe for the privilege of living on this earth. It is the very purpose of life and not something you do only when it is convenient.” (P3)

“You need to show that you genuinely care about people first, to see Customers as individuals who have lives, and not just focus on the next Customer you are handling, processing, selling to, or supporting.” (P. 108)

“Today the only way a company can differentiate itself is through building relationships with people, employees, Customers, and the community. It is a new era, and people are starving for relationships like never before.” (P. 121)

“A complaining client is giving us the opportunity to make things right’ it’s the silent ones that hurt us. They don’t remain silent once they leave our business.” (P. 141)

“For all the promise of how social media brings people together, still the most sincere, lasting powers of human connection come from looking directly into someone else’s eyes, with no screen in between.” (P. 104)

Customer Service Revolution. Braeuler Consulting works with organizations to leverage Strategic Thinking and Execution Planning and we encompass many of these principles into our Four Decisions™ methodology and development of company’s One Page Strategic Plans. Whatever system or systems you decide to use, I encourage you to understand them fully, implement them slowly and completely and maintain the discipline and rhythm necessary to see concrete results. Employees tire of “Flavor of the Month” initiatives. They also thrive on organizational alignment, execution of plans and achievements that garner a sense of accomplishment.

“85 percent of US consumers say they would pay 5 to 25 percent more to ensure a superior experience.” (P. 4)

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**State of Service**

*These beliefs carried us here and may be holding us back in our quest to go there* (P.17)

❖ **Three biggest influences on Customer service:**
  - Social Media
  - It is all about time
  - Customer Xperience leader
    - Someone in the organization has to be in charge of the Customer experience and all that goes with it. (Check out CXEA.org)

❖ **Service Aptitude**
  - A person’s ability to recognize opportunities to exceed Customer’s expectations, regardless of the circumstances. (P.14) It is shaped by:
    - Life experiences
    - Past work experiences
    - Current work experiences
  - It is NOT about the GOLDEN RULE – it is the PLATINUM RULE that we need to focus on: **TREATING OTHERS HOW THEY ENJOY BEING TREATED.**
  - Guidelines – not Policies
  - Yes you have to hire right, YET 75% of the equation is the culture and training received.

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“**Your primary Customer is whoever you communicate with and who depends on you the most**”. (P. 57)

“**There is a myth that people who are more successful end up with higher self-esteem. It is totally the opposite: people with higher self-esteem become more successful**.” (P. 69)
Customer Service Vision Statement

THE ONE THING EMPLOYEES CAN CONTROL, INFLUENCE, AND IMPACT (P. 61)

1. Starbucks
   a. Vision: To inspire and nurture the human spirit one person, one cup, and one neighborhood at a time.
   b. Customer service vision statement: We create inspired moments in each customer’s day. ANTICIPATE, CONNECT, PERSONALIZE, OWN

2. John Robert’s Spa’s: To be the best part of our guests’ day.


The Customer Service vision package:
- Easy for all employees to relate to and understand.
- Simple, concise, and memorable.
- Actionable and empowering.
- Measurable, observable, and trainable.

The WHAT: Customer service vision statement
The HOW: Supporting Pillars (P. 72)

- **Pillar 1** – quality/expertise of the service or product your employee is providing
- **Pillar 2** – the Customer interaction; how we treat that person
- **Pillar 3** – the autonomy needed for your employees to exceed the norm, do a little more, and go “above and beyond.”

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**RPM Pizza (largest Domino’s Franchise)“Creating smiles by making lives easier”**

Operational Excellence ~ Customer Delight ~ Deliver WOW

- **Operational Excellence** – Perfect food, order accuracy, on time, and clean image
- **Customer Delight** – Make it positive, easy, personal, and fun
- **Deliver WOW** – Make their day, be a hero, and do something extra.

Create your NEVER and ALWAYS List: nonnegotiable standards – your Customer Bill of Rights.

Three criteria:
1. The items are typically one to three words in length.
2. They are black and white; there is no room for personal interpretation.
3. They are crystal clear and do not need any additional explanation.

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**“Sample Never and Always List” (P. 83)**

<table>
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<tr>
<th>Never</th>
<th>Always</th>
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<tbody>
<tr>
<td>Point</td>
<td>Show them</td>
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<tr>
<td>Say no</td>
<td>Focus on what you can do</td>
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<tr>
<td>Say “no problem”</td>
<td>Say “certainly” “my pleasure,” “absolutely,” “I would be happy to”</td>
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<td>Cold transfer</td>
<td>Warm transfer</td>
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<tr>
<td>Overshare</td>
<td>Take care of it</td>
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**Customer connection – 5 E’s**

| 1. Eye contact | Send out 3 emails to existing clients |
| 2. Ear – to – ear smile | Send out 2 cards to existing clients |
| 3. Enthusiastic greeting | Call 1 existing client on the phone |
| 4. Engage | DO THIS WEEKLY |
| 5. Educate | |

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Secret Service

THE ABILITY TO OBTAIN CUSTOMER INTELLIGENCE AND UTILIZE THAT TO PERSONALIZE THE CUSTOMER’S EXPERIENCE, LEAVING THE CUSTOMER TO ASK, “HOW’D THEY DO THAT, AND HOW’D THEY KNOW THAT?”

1. Low or no cost
2. Simple to execute consistently
3. Has zero impact on productivity
4. Creates an immediate WOW for the customer

F O R D
Family
Occupation
Recreation
Dreams

[Check out YOUMAIL]

Revolutionize your Industry

CREATE AN EXPERIENCE EPHONY

1. Reward right behaviors
   - PEC - Personal connection
   - Rapport
   - WOW experience
2. Experience FIRST - then the product
   - make fees irrelevant
   - attitude vs. aptitude
3. The best way to predict the future is to invent it.
   - The better the experience, the less the advertising
4. Be the earth’s most customer centric company
   - emotional connection is our true value proposition

Living an extraordinary life – so countless others do as well!

❖ I did my best! (NOT) – consider instead if you have given your best in the preparation. The actual effort given in the event has the littlest to do with the outcome. (P. 174)
❖ Write a Personal Purpose Statement

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What if TODAY is the last day of your life?

✓ Are you ready?
✓ Did I utilize my potential today?