

Welcome to

SERVICE  
*FIRST*

The **KEY** to  
**Customer Satisfaction**

# Value-Added Service

# Session Objectives

- Discuss the difference between exceeding expectations and value-added service.
- Identify at least 2 things we need to do to give value-added service.
- Discuss the benefits of value-added service.
- Review some **SERVICE FIRST** skills learned to date.

# Quality Service Defined

Quality service is defined as meeting and exceeding the customer's intellectual and emotional needs and expectations;

*and then **adding value.***

# Feel Good About Yourself

You will be more productive and you will find your work to be more satisfying. Also, your positive attitude will be obvious to others.

# Practice Habits of Courtesy

Using the words “**please**” and “**thank you**” is essential. Treat others as you would like to be treated.

# Listen And Ask Questions

We may best serve our customers  
if we know what they really want.

# Use Positive Communication

Do not become defensive and you will be capable of resolving situations and meeting your customers' needs. Present yourself with a smile, eye contact, and with an alert and attentive posture.

# Perform Professionally

This will instill confidence and trust in you by those who depend on you to do your job.

# Opportunities

How many customers do you have?

**There are  
numerous opportunities  
each day.**

# Moments Of Truth

A customer makes a judgment about our service

**Negative** = Poor service

**Neutral** = Expected service

**Positive** = Expected service exceeded

# Moments Of Truth

You are in control of the outcome

**The results of each customer  
interaction are determined by  
YOUR efforts.**

# Want Ad Exercise

**Recruiting a customer service oriented employee**

Break into small groups and write a Want Ad for a customer service oriented employee. Please be prepared to share your ad with the group.

# **Video Presentation**

**Value-Added Service**

# Exceeding Expectations *Versus* Value-Added Service

**What's the difference?**

You can exceed expectations simply by doing more than the minimum.

You give value-added service when you go beyond job requirements and offer unexpected service.

# What Do I Need To Do?

**Simple things to do to give value-added service**

- Look for Opportunities
- Take Action

## What other skills can we use?

Previously learned SERVICE FIRST skills help position you to recognize situations where value-added service may be offered.

# What Are The Benefits?

Providing value-added service  
contributes to the success  
of an organization.

# What's Your Action Plan?

- Break into small groups and complete the discussion guide Action Plan listing 5 things we can do to give value-added service to our external and internal customers.
- Be prepared to share your responses with the group.

# Quality Service Defined

Quality service is defined as meeting and exceeding the customer's intellectual and emotional needs and expectations;

*and then adding value.*

# Moments Of Truth

Customer interactions that create positive value and fulfill our goal of Quality Service.

- Negative outcome** = Negative value
- Neutral outcome** = Neutral or zero value
- Positive outcome** = Positive value

# Value-Added Service

A continual focus applied to every customer interaction

We must focus on providing **quality service** all of the time;

doing it right the first time around.



## Remember...

In order for us to be a successful organization in service to our external customers, we must first serve each other.



**Next Topic...**

**Effective Telephone Techniques**