

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