

Creating Satisfied Customers

What's Your Customer Service Plan?



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Customer Service

What's Your Customer Service Plan?

What is Customer Service?

Customer Service is the process or methods used by companies to enhance the relationship with their customers:

- Fulfill the customer's expectations
- Produces Trust
- Results in **C**ustomer **S**atisfaction

Customer Satisfaction

$$\begin{array}{ccc} \text{Product/Service} & & \\ \text{Performance} & & \\ & + & \\ \text{Customer Service} & = & \text{Customer} \\ & & \text{Satisfaction} \end{array}$$

Customer Satisfaction is the sum of: The performance of the product or service they purchased – Plus – The service your business provides during and after the purchase. When both meet their expectations then the customer is satisfied.

Objective of Customer Service?

- Develop Customer's Trust in your company's ability to help them
- Make it easy and pleasant to do business with your company
- Satisfy the needs of your Customer
- Develop Customer Loyalty

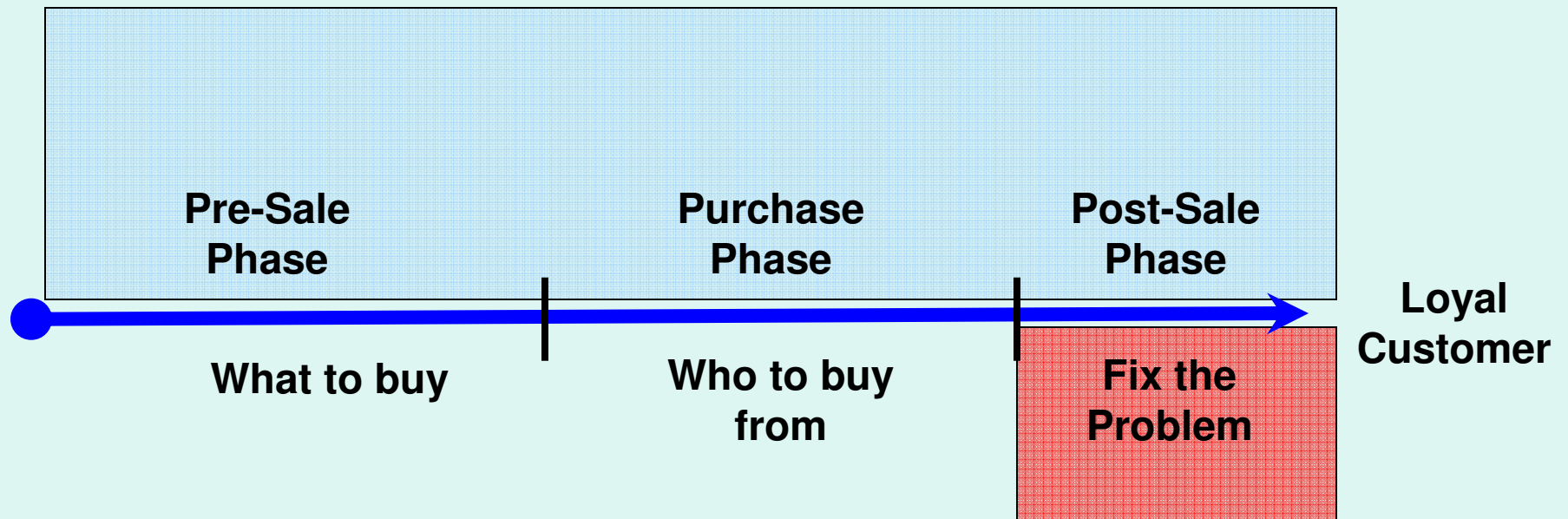
Basis of Customer Service Plan

The basis of any Customer Service Plan must include:

- Define Customer Requirements
- What does the competition provide – what, how, & quality
- Focus on the Buying Cycle & beyond

Buying Cycle

Customer Service



Customer Support

Loyal Customers mean returning customers – They prefer to buy their products and services from companies they trust

What is your Customer Service Plan?

Step 1: Define Customer Expectations –
Needs & wants

Step 2: Develop a Plan – Repeatable &
consistent

Step 3: Train Your Employees – New & old

Step 4: Commit to the Program – Top-to-
Bottom

Step 5: Evaluate – Measure & Assess

Define Customer Expectations

Talk to your customers

- What services do they Expect
- What services do they Need
- What services do they Want

Never stop talking to your customers

- Attitudes change
- Expectations change

Develop a Plan

Customer Needs

- What do you customers need & want

Involve your staff

- What do customers tell
- Suggestions

Creative Views

- Creative solutions to differentiate

Buying Cycle

- Pre-Sales
- Purchase

Educate

- Product, Services sold
- Customer Services
- New Employees
- Re-train annually

Train Your Employees

Ambassadors

- Every employee is an ambassador of good will

Consistency

- Same message & knowledge

Products & Services

- Know your products and Services

Update

- Update employees frequently

Commit to the Program

Bottom-to-Top & Top-to-Bottom

- Executives to facilities maintenance
- Every Employee

Communicate Often & Consistently

- ‘good’ & ‘poor’ results
- Customer Feedback & Comments

Employee Performance

- Include in Performance Review

Evaluate

Measure the Program - What are the metrics of success?

- Customer Satisfaction rating
- Number of good Customer Comments
- Assess the results
- Revise vs. redesign

Communicate the results!

- Good and bad

Talk to your Customers Again!

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Questions ?

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Focus – Product and Service Positioning in Targeted Markets

Emphasis – Value of coordinated roles for Marketing, Sales, Customer Support, and Business Development in positioning process.

Experience – Over 30 years of strategic planning and operational management experience. Developed in a collaborative process, our clients have used their strategies for growth through expanding Market Share and opening New Markets.