

SEMINAR NOTES

LISA FORD

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## ***CUSTOMER SERVICE STRATEGIES THAT WORK***

Your employees and their customer service skills may be the only thing that differentiates you from the competition. And customers are more sophisticated and educated than ever before. That's why it's critically important to make sure employee skills are constantly updated to meet ever-rising customer expectations. In this content-rich seminar, your front-line team members will learn practical skills and proven systems for improving customer service at every touchpoint, all along the cycle. They'll gain numerous hands-on techniques including — how to listen attentively, uncover customer needs, calm down angry customers, win back disgruntled customers, handle conflict, and keep an attitude of “customers first” all day. Any organization putting these principles into action will quickly be out-servicing the competition.

Lisa Ford is a full time professional speaker with more than 20 years experience presenting to businesses, associations, and government organizations. Her long list of clients includes companies like Pfizer, AT&T, Morton's of Chicago, Sherwin-Williams, and the Salvation Army. She is best known for her work in the customer service arena, and has authored numerous audios, videos, and books, including the bestseller *How to Give Exceptional Customer Service*. In 2002, she was inducted into the Speakers Hall of Fame by the National Speakers Association. Over the last 30 years, only 180 other speakers worldwide have shared this coveted honor.

## **How to Create More Loyalty in a Dynamic, Competitive Marketplace**



**Lisa Ford**

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### **Why Exceptional Customer Service?**

- The changing customer
- The Statistics
- Loyalty rules
- The reason an organization exists

### **Your Role**

- You make the difference
- Every customer, every time, every touch point
- The 3 levels of service
- Are you processing or serving the customer?

### **Service Experience Drives the Relationship**

- Show the customer that you know them
- The new benchmark
- Create engaged customers to keep them returning

### **How Customers Define Quality Customer Service**

- Reliability
  - Follow the "grandmother rule"
- Responsiveness
  - Respond vs resolution
  - Timely
- Empathy
  - Use it as a bridge to show you hear
- Competent
  - Own it
  - One voice / one person

### **See Your Service From the Customer's Eyes**

- Perception counts
- It is rarely neutral
- Use insight to drive changes
- What will you change immediately?

## ***The Skills That Make the Difference***

### **Effective Listening**

- The foundation to great customer service delivery
- Common mistakes
- The four steps to effective listening
  - Non-verbal attends
  - Verbal attends

Door opener questions  
Resonate - emotions and content

### **The Power of the Message**

- Pay attention to your non-verbal
- Listen to the tone  
    What are you really saying?
- Words to avoid and words to use

### **Phone Skills to Master**

- The greeting  
    Enunciate and keep it short
- An effective transfer  
    Inform and summarize
- Placing the customer on hold  
    Short and keep updated

### **Dealing with the Difficult Customer**

Deal with the emotions first - you and the customer

1. Remain calm yourself
2. Let the customer vent  
    Acknowledge the emotions
3. Restate
4. Find agreement
5. Empathize
6. Gently Confront  
    State your desire to help
7. Transfer or Delay

### **Keeping Yourself Motivated Everyday**

- Use anchors
- Create a "buddy system"
- Take a break
- Remember your attitude is contagious  
    The power of your self-talk

### **Execution is the Key to Customer Loyalty**

- Be disciplined
- Keep improving
- The best get better
- Turn attitude into action