

LEGENDARY SERVICE®

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Attentive

Listening to identify needs and wants



Responsive

Taking action that shows you care



The Keys to Care

Committed

Living your customer service vision



Empowered

Unleashing the full extent of your power



Legendary Service®

Consistently behaving in a way that builds customer satisfaction and loyalty.

Hall of Shame or Fame Worksheet

In the hearts and minds of the customers, both poor service and great service become legendary. People tell the tales far and wide as they add new members to the Halls of Shame or Fame.

Hall of Shame

Think about the customer service experiences you have had. Recall an example of poor customer service and answer the questions below.

What did they do that created a negative impression?

Example: Treated me in a condescending way

How did they make you feel?

Example: Unimportant

Hall of Fame

Think about the customer service experiences you have had. Recall an example of great customer service and answer the questions below.

What did they do that created a positive impression?

Example: Solved my problem on the spot

How did they make you feel?

Example: Valued

What metrics does your organization use to measure the quality of the service provided?

Legendary Productions



Fiona
CEO
Legendary Productions



Kwan
Director/Project Lead
Legendary Productions



Josh
Production Lead
Legendary Productions



Alexa
Marketing Manager
Sigma Insurance

Customer Service with Legendary Productions

How would Kwan rate the service that he receives at the coffee shop he frequents?



How would Josh rate the service he receives from Kwan?



The Service You Receive

What was the average score that your classmates gave for the service they receive?



Beliefs about Service

	Beliefs	Behaviors	Impact
Example	Low commitment example: <i>The customers get in the way of me completing my tasks.</i>		
Shame			
Fame			

What are your beliefs about service?

My Customer Service Vision

My Foundation

My Characteristics

List two positive characteristics that describe you.

1. _____

2. _____

My Behaviors

List two ways in which you successfully interact with people.

3. _____

4. _____

My Impact

“Through my service, I hope that my customers will”

5. _____

My Customer Service Vision Statement*



My Customer Service Vision is to use my (1) _____ and

(2) _____ to (3) _____

and (4) _____ my customers, so they

(5) _____

Customer Service Vision Examples:

My Customer Service Vision is to use my natural curiosity and passion for electronics to solve my customers' technical problems and coach my customers, so they are thrilled with their purchases and proud of their ability to master them.

My Customer Service Vision is to use my sense of humor and love of learning to energize and educate my customers, so they will have a fun and inspiring workshop environment in which they can learn and practice new skills.

**My Customer Service Vision Statement was developed by Susan Fowler, Laurence Hawkins, and Ken Blanchard in Self Leadership.*

Attentive to Customers



Being attentive to customers means listening to identify needs and wants.

- ▶ Be present and other-focused
- ▶ Draw out information
- ▶ Confirm what you heard

Benefits of Being Attentive

1. What keeps you from listening?

2. What is the impact of not listening?

3. What do we have to gain when we listen well?

SAMPLE

Customer Analysis

Customer/segment:

Needs and wants:

What do you want them to think?

What could you do so they think this?

What do you want them to feel?

What could you do so they feel this?

What could you teach them about your products, services, or processes that would help them?

How can you help your customers be successful with your products/services?

How will you measure your success?

Customer Analysis

Customer/segment: Training and Development departments for mid-sized companies

Needs and wants:

Delivery of a leadership skills workshop. Listen for any concerns from participants and pass on any information that may be helpful to them as well as offer additional training recommendations based on my observations.

What do you want them to think?

That I really care about their employees and that I have the employees, the training department, and the company's best interests at heart.

What could you do so they think this?

Continue to pass on information that I hear from participants in my workshops; look for other opportunities to add value to my workshops by sharing resources; and make suggestions of additional resources to build the participants' knowledge. Make strong connections with my participants and follow up with them if they have questions or request help.

What do you want them to feel?

That the workshop was a great use of their time and that they learned new skills to use back on the job.

What could you do so they feel this?

Make sure they get a chance to practice the skills in the workshop and give them real-life examples where the skills are applicable.

What could you teach them about your products, services, or processes that would help them?

How to put the skills into practice following the workshop by using the MASTER tools and making sure they know how to access the tools in Blanchard Exchange.

How can you help your customers be successful with your products/services?

Follow up with the company administrator and training department team to see whether they have any questions. Also, continue to share with them best practices from other clients.

How will you measure your success?

We can measure how many of their employees actually use Blanchard Exchange and are using the MASTER tools.

We also can measure by their continued relationship with us, booking workshops and adding to their offerings.

Responsive to Customers



Being responsive to customers means taking action that shows you care.

- ▶ Acknowledge feelings
- ▶ Offer solutions and gain agreement
- ▶ Express appreciation

SAMPLE

The Crossroads



Kwan



Alexa

► Acknowledge feelings

- Empathize with their situation
- Validate their feelings based on the context

► Offer solutions that

- Are within your authority
- Can be implemented as promised
- Address their concerns
- Are made in partnership with the customer

► Express appreciation

- Specify what they did
- Describe the impact (on you, the department, the organization, or the customer)
- Let them know how it made you feel and why you appreciate it
- Validate the partnership

What went right?

What did Kwan say that allowed Alexa to give him another chance?

Responding to Your Challenging Situation

Refer to your LAUNCH assignment, *My Challenging Situations*, and answer the questions below about situation 1 or 2.

What could you have said to acknowledge their feelings more effectively?

- Summarize their feelings to show understanding
- Empathize with their situation

What got in your way of providing solutions?

- Within your authority
- Can be implemented as promised
- Address their concerns
- Made in partnership with the customer
- Specific and measurable

What could you have done to gain agreement with the customer?

What could you have said to express appreciation to the customer?

- Specify what they did
 - Describe the impact on you and the organization
 - Let them know how it made you feel and why you appreciate it
 - Validate the partnership
-

Reviewing Your Challenging Situation

In two or three sentences, explain situation 1 or 2 in your LAUNCH assignment to your partner. Then discuss how you could have had a better outcome.

What suggestions did your partner give you that you would like to incorporate in the future?

▶ Acknowledge feelings

- Empathize with their situation
- Validate their feelings based on the context

▶ Offer solutions that

- Are within your authority
- Can be implemented as promised
- Address their concerns
- Are made in partnership with the customer

▶ Express appreciation

- Specify what they did
- Describe the impact (on you, the department, the organization, or the customer)
- Let them know how it made you feel and why you appreciate it
- Validate the partnership

Empowered for Customers



**Being empowered means unleashing
the full extent of your power.**

- ▶ Practice self-care
- ▶ Use your power
- ▶ Champion innovation

Being Empowered

Being empowered means unleashing the full extent of your power.

- Practice self-care
- Use your power
- Champion innovation

Self-Care

A genuine willingness to serve others starts with serving yourself. You are at the center of your relationships—taking care of yourself will allow you to be fully available to others.

Personal

- Get enough sleep
- Work out 30 minutes a day
- Eat breakfast
- Get a massage
- See a movie
- Call your best friend
- Set autopay for your bills
- Walk your dog
- Read a book, blog, or magazine
- Become active in a charity group
- Organize your closet
- Play your favorite game or sport
- Join a local social group
- Forgive someone and let go of a resentment
- Water your plants
- Buy flowers
- Take a deep breath
- Practice your hobby
- Take someone to lunch
- Make amends
- Say no to something you don't want to do

Professional

- Set aside time to prepare for meetings
- Take breaks
- Go to lunch
- Organize your desk
- Print out job aids
- Take professional development classes
- Learn the product library
- Solicit a mentor
- Maintain a degree of emotional detachment
- Focus on the positive
- Think of annoying problems as fascinating challenges
- Celebrate your accomplishments
- Ask your boss for positive feedback
- Express appreciation to others
- Join a professional networking group
- Say yes to something you haven't done before
- Forgive someone and let go of a resentment
- Send a thank-you card to a coworker
- Take a walk around the office

Expanding the Playing Field

Pick one or two things that are outside your authority in which you would like to be more empowered.

Areas	Where would you like to be more empowered in your job?	
Benefits	How would being more empowered in these areas help you deliver better service to your customers?	
Actions	What specific things can you do to be more empowered?	

Empowering Legendary Service®

Track your progress and partner with your leader to empower Legendary Service in your organization.

Service Goals and Metrics

Progress:

Impact:

The obstacles I encounter:

Ideas for overcoming obstacles:

Innovation Suggestions

Customer Success Story

Self-Care

Personal self-care:

Professional self-care: