

GTAC-ASTD MEETING AWESOME CUSTOMER SERVICE MARCH 18, 2009

Summary discussion notes on “What have we learned today about Awesome Customer Service”?

- Select good people
- Have a powerful mission and vision statement
- Model the desired behavior
- Foster a team approach
- Give continuous feedback (use both qualitative and quantitative)
- Practice and teach service recovery
- Walk in the customer’s shoes
- Seek out customer service best practices
- Share good customer service news (beyond the employee)
- Set clear performance expectations
- Don’t assume that common sense is common (Mark Twain)
- Keep people informed (both internal and external customers)
- Allow for creative service (balance rules/structure with flexibility)
- Know and communicate your key customer service goals/standards
- Don’t assume that employees understand – they must be able to demonstrate the skill
- Make it real and keep it real (customer service is more than a training event)
- Know your customer (find out what they want)
- Leave yourself at the door (it is about the customer)