

# KEY BEHAVIORS FOR CUSTOMER SERVICE EXCELLENCE

## Professionalism

- Presentation is everything
  - ❖ Office presentation
  - ❖ Personal appearance (hair, make-up, uniform)
  - ❖ Body language
  - ❖ Confidence
- Actively listen to our customers
  - ❖ Eye contact
  - ❖ Repeat key points of what the customers' needs are (emotional selling points)
  - ❖ Remember what the customer needs are (write them down)

## Courteous

- Build professional rapport
  - ❖ Cheers phenomenon "Where everybody knows your name..."
  - ❖ Be conversational
  - ❖ Use the client's name
- Follow the golden rule – Treat others as you would like to be treated
  - ❖ Use please when asking for information, use thank you when they provide information
  - ❖ Tell them why we're asking for information (THE WHY)
  - ❖ Sincerity, interest and willingness to help

## Friendly

- Make the job fun! If you're having fun, the customer feels it
- Greet/acknowledge
  - ❖ Verbal greeting- eye contact, hand shake etc.
  - ❖ Acknowledge their valuable time
  - ❖ Introduce yourself (who are you and what role you will be playing in their care)
- Energy = Tone & body language
  - ❖ Tone – inflection & projection
  - ❖ Body Language (I care or I don't care)
- Love all our clients and potential clients: everybody deserves great service! Love them with recognition!
  - ❖ Recognize:
    - ❖ Customer loyalty (how long they have been with you)
    - ❖ Referral status (how many clients they have referred to the practice)
    - ❖ Multiple treatment (that they keep coming back for the next step)

## Knowledgeable

### Make it easy to do business with us:

- Efficient/speedy service
- Want people who are knowledgeable
  - ❖ Be confident when communicating with your clients (if you don't have the answer, you will find it)
  - ❖ Giving clear expectations (here is what we can do, here is what we need from you)
  - ❖ Be proactive – guide the customer through the process
- Anticipate needs
  - ❖ Listening will open up opportunity for solutions (80% listening 20% talking)
  - ❖ Ask questions to make sure the customer is getting everything they need
  - ❖ Translate the customer needs to a solution

## Customer Advocate

- Take personal responsibility
- Recommendations – to make the customer's life easier and save them money and time
- Always look for ways to make things simple
  - ❖ Services
  - ❖ Processes
  - ❖ Save money

### Taking Ownership:

- Focus on what WE CAN DO for the customer
  - ❖ Instead of *I'll try...* Use ***I'm sure I can***
  - ❖ Instead of ***somebody will...*** Use ***I will***
  - ❖ Instead of ***They ...*** Use ***we***

### Handling difficult situations:

- Apologize and quickly move to provide solutions
  - ❖ Inconvenience
  - ❖ Service delay
  - ❖ Don't avoid the truth, provide the customer with OPTIONS and potential solutions
- Empathy includes reassurance and options/solutions – It's appropriate to empathize when a customer is dissatisfied with a process that has to be followed
- Once a solution is identified, this is a great time to promote The Owner.
  - ❖ A lot of the time, your practice is the solution for the many different issues that the client has.
  - ❖ Honesty is the best policy
  - ❖ When you turn around an unhappy client that client can quickly become an advocate/promoter of your practice.