Almost Home Humane Society
Super Customer Service

Humane Network
Self-Paced Training
Super Customer Service

This training is designed to be taken individually and at your own pace. You will be asked to play videos, read articles, and complete various exercises throughout. Directions are in red. Be sure you have internet access and a pen, blank paper, and the following printed exercises before you begin:

- Listening Assessment
- Position vs. Needs
- Personal Style Assessment
- Disney Heard Technique
Learning Objectives:

- Understand what super customer service is.
- Learn how to create a super experience for the customer.
- Acquire skills for providing super customer service.
- Learn special techniques for handling unhappy customers.
“When a customer first approaches you, no matter what your job, you are the face of the business. Your greeting has a powerful impact on your customer’s experience and impression of your establishment.”

- The Greet Your Customer Manual by Laurie Brown
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- Have you ever witnessed a similar conversation to what you heard in the video?
- Have you ever thought similar things?
- What did you see and hear that would not be considered super service?

Write answers on paper
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- What do you want as a customer? What does super service look like?
- What do you feel stops you from getting what you want?
- What are the benefits of quality customer service?
- What are the costs of poor customer service?

Write answers on paper and then read this article (click to open): 4 Reasons Good Customer Service Is Vital
Who is the customer?

- Anyone who receives a product or service from you
- Can be external or internal (your fellow staff)
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The environment matters and affects the experience:

- Is the physical setting pleasant and welcoming?
- Are your processes and procedures easy, efficient, effective?
- Are you and other staff friendly, courteous, and helpful?
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Is your shelter... 
• Welcoming?
• Convenient and comfortable?
• Pleasant and fun?
• Easy to have direct connection with the animals?
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Is this welcoming?
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Do you have comfortable places to sit (that are easily washable)?
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Is it a fun place to visit?
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Do you allow and encourage direct connection with the animals?
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Are your processes & programs... 

- Streamlined?
- Flexible?
- Respectful?
- Responsive to needs?
- Enjoyable?
Adoption process should include the following:

- Dialogue-based matching
- Short application
- Discussion rather than interrogation
- Makes people feel good about adopting
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Make it easy to fall in love!
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Celebrate adoptions!
“There is one very powerful business rule. It is concentrated in the word courtesy.”

- Henry Wells (founder of Wells Fargo, 1860)
Staff create the defining moments

Seven keys to delivering great customer service

(reference Super Service by Val and Jeff Gee)
Key One: The Right Attitude

“Serving up your best even when feeling your worst”

- Anchor your attitude—stay positive
- Assume the best in others
- Show you appreciate their business
Key One: Exercise

Attitude Anchors

- Neutralizes negative feelings
- Focuses you on something positive
- Use to create or maintain positive attitude
- Helps recover after a difficult interaction
- Varies for each person:
  - Pictures of family or friends
  - Inspirational (or funny) quotes
  - Upbeat music
  - Conversation with family or friends
  - Humor, including jokes and cartoons
  - Going for a walk

Take a few minutes and write down your personal attitude anchors.
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Key Two: Understand the Customer’s Needs

- Listening is key
- It’s not about what WE think they need
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Key Two: Listening Assessment

Complete Listening Assessment provided

- Any surprises with your results?
- What can you do to become a better listener?
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Chinese character for listening is a great definition—must use all aspects to be an effective listener.
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Key Three: Communicate Clearly

- Helping others is about providing friendly, listening ear and useful information
- Helping people creates
  - Obligation for them to help or support you at future date
  - Cooperative environment which will serve you when you need assistance
- Make opening words count—forming impressions in both directions
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Key Three: Tips to Help you Communicate Clearly

• Mirror the customer
• Have an authentic smile
• Acknowledge feelings
• Keep it simple and sincere
• Accept responsibility and be direct with unwelcome info
• Turn no’s into yes’s
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Key Four: Reach the Agreement

- Work with, not against diversity—put yourself in their shoes
- Seek win-win solutions
- Don’t get stuck on positions—find the underlying needs
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Key Four: Positions versus Needs Exercise

Complete Positions versus Needs exercise provided
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Key Five: Check Understanding

- Confirm that solution meets customer’s needs
- Manage expectations by telling customers what to expect
- Learn how to handle your own problems so you can better understand others
- Be open to understanding and changing your own standard operating procedure (SOP)

SOP stages:
- Awareness—want to learn
- Awkwardness—change is awkward
- Skill—acquire new skill
- Habit—skill becomes habit with practice
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Key Five: Personal Style Assessment

Complete Personal Style Assessment provided

- Any surprises with your results?
- What are your key blind spots?
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Key Six: Take Action

- Avoid IKTA (I know that already)—shuts everything down
- Right thought comes before right action
- Turn negatives into positives—thoughts, words, and actions
- Follow up
- Behavior is what is remembered
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Key Seven: Build on Satisfaction

- Go the extra mile—give added value
- Adopt the 80/20 rule
  - World, life, job, relationships, customers are amazing 80% of the time
  - So 20% is manageable
- Think of it as your own business
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Key Seven: Build on Satisfaction

Evaluate yourself—
1. Did I show a desire to serve?
2. Was I honest but respectful?
3. Did I complete the task?
4. Did I help the situation?
"People don’t remember what you say, they remember how you make them feel."
- Maya Angelou
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Click video to play
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Step into the Shoes of Unhappy Customers:

- Identify a rude, demanding, vague customer statement
- Develop the backstory—explaining why they might be acting the way they are
- This helps to remain objective and solution focused

Write answers on paper
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Handling Unhappy Customers

- Show empathy
- Encourage venting
- Stay objective and don’t take it personally
- Remain calm and peaceful
- Listen attentively
- Take responsibility and show urgency
- Involve the customer in the solution
- Give added value
- Provide an action plan
- Involve your management (if needed)
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Disney HEARD Technique

- **Hear:** Listen to the customer’s entire story.
- **Empathize:** Use phrases that convey you understand how the customer feels.
- **Apologize:** And do so effusively.
- **Resolve:** Fix the issues, and if you don’t know, ask “How can I set this right?”
- **Diagnose:** Get to the bottom of the issue so that you can make sure it won’t happen again.

*Complete Disney HEARD exercise provided*
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How does Super Customer Service work for you?

- You get to experience being your best.
- You are not at the mercy of your customers.
- Your life becomes easier, more fun, and more meaningful.
- People notice that you do a great job and you are an asset.
- You avoid getting burned out.
- You make a bigger difference in saving animals’ lives.
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