Delivering Great Service

# Diamond or Glass?

Imagine that you are Jeff Barber and answer the following questions as honestly as you can.

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| What rating would you give this hotel, on a scale of 1 to 10  (1=terrible, 10 = fantastic): |
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| Based on the information at your disposal, would you recommend this hotel to others? |
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| How would you describe this hotel to others? |
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| Notes: |

## Learning Points

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Diamond or Glass?

Action Plan

Consider what you can realistically achieve towards your goals over the next three months:

| **Goal** | **Action to be Taken** | **Deadline** | **Support Needed** | **How will we measure progress?** |
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Happy Holidays

Holidays Allocated

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| Customer Number 1 | Reasons: |
| Holiday Allocated: |

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| Customer Number 2 | Reasons: |
| Holiday Allocated: |

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| Customer Number 3 | Reasons: |
| Holiday Allocated: |

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| Customer Number 4 | Reasons: |
| Holiday Allocated: |

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| Customer Number 5 | Reasons: |
| Holiday Allocated: |

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| Customer Number 6 | Reasons: |
| Holiday Allocated: |

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| Notes: |

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Why Do *I* Always Get Them?

Make a note of the behaviours you observe below:

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| **What you observed:** | **What made it good/bad?** |
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| **What you observed:** | **What made it good/bad?** |
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Why Do *I* Always Get Them?

Learning Points

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What is

Excellent Service?

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| “Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for.”  Peter Drucker |

Some facts and figures about customer service:

* When visiting a retail outlet, shoppers decide in the first 8 seconds whether they are comfortable and therefore likely to buy.
* It used to be said that dissatisfied customers tell 20-30 people about their bad experience - but that was before the advent of social media. Nowadays, news of a bad experience can reach literally millions of potential customers, as an American airline discovered; a video made by one of their disgruntled customers has so far been viewed by more than 16 million people.
* Satisfied customers tell no one about their experience – they don’t notice the service level provided.
* Delighted customers will tell 7-10 other people, so word of mouth attracts more customers. Social media can also spread the word when you delight customers, although people are much less likely to share a good customer experience on social media than they are a bad one.
* Employee satisfaction equates to customer satisfaction.
* How well one part of an organisation serves another part can have a real impact, for better or worse, on the organisation’s “bottom line.” The correlation is clear: Exemplary external customer service derives from the inside.

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| Notes: |

Customer Satisfaction

The level of satisfaction with customer service is based on the relationship between customer expectations and the level of service offered.

**Exercise**

Identify the level of service these diagrams represent.

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|  |  | Level of Service High | |  |  |
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|  | Customer Expectations Low |  |  | Answer: |  |
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|  | Customer Expectations High |  |  |  |  |  | |  |
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|  |  | Level of Service Low | |  | Answer: | |  | |

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|  | Customer Expectations Average |  | Level of Service Average | |  | | |
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| Answer: | |  | |

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| **Learning Point:**  For excellent service to occur the service provided must exceed the customer’s expectations. |

**Exercise**

In your pairs discuss what characterises poor, mediocre and excellent customer service.

List the points you make under each heading below.

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| **Poor Service:** |

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| **Mediocre Service:** |

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| **Excellent Service:** |

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| **Food for Thought:**  Excellent service is in the eye of the beholder. It is an intangible quality – it can’t be weighed or measured; you can’t provide a sample of it to be taken away or tried by the customer. It is what the customer perceives it to be and it is those perceptions that we have to work with. |

Learning Points

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Pitfalls and Trampolines

Top Tips for Achieving   
Outstanding Customer Service

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Avoiding Pitfalls – Key Learning Points

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The Learning Journey

Your Challenge

Your challenge is to create a representation of the journey you’ve been on since you embarked on this period of learning and where it will take you in the future.

You should try to make your representation as creative and visual as possible.

It should include:

**Where You Started**

For this you might like to consider:

* How did you feel about the training before you came on it?
* What did you hope to achieve?
* Where do you feel you were then, in retrospect, compared to now?
* How far have you come since you started on this learning path?
* What feelings or beliefs did you have that have changed or adapted?

**Where You Are Now**

For this you might like to think about:

* What skills, knowledge or insights have you gained?
* How has the learning impacted you?
* What, if anything, has changed about your perspective, outlook or beliefs, including beliefs about yourself?

**Where The Learning You’ve Acquired Will Take You**

For this you might like to think about:

* How will your behaviours change as a result of this training?
* What are you going to do differently?
* How will you implement the learning back in the workplace?
* What are your short, medium and long-term goals?
* What will have changed in 12 months because of the skills, knowledge or new behaviours you’ve learnt?

Within your representation, highlight key moments in the journey. These might be lightbulb moments you’ve experienced, challenges you’ve faced, or, looking forward, challenges you’ll need to overcome in the future.

*Remember this is an opportunity to test your creativity skills and to create something that will help you remember and reflect on your learning journey in future.*

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| Notes: |