

# How to Inspire Employees to



# Genuinely Care About Customers

**Loyalty Leader® Inc. Webinar**

Presented by Debra J. Schmidt

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### ***3 Essential Reasons to Create a Customer-Focused Culture:***



1. Customers are the one and only reason any business will succeed!

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2. Loyal customers boost profits, job stability, and career opportunities.

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3. Loyalty is earned by consistently exceeding customer expectations.

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### ***If you are losing good employees, you are losing customers...***

1. Good employees build \_\_\_\_\_ with customers, employee turnover severs those relationships and creates chaos.
2. You need a \_\_\_\_\_ to build loyalty with employees before they can build customer loyalty.
3. Employee attitudes are significantly affected by how they are treated by \_\_\_\_\_.

### ***Customer Service is Not a Department***

1. \_\_\_\_\_, regardless of their title, is part of a customer service chain and responsible for delivering exceptional service.
2. All employees need to be held \_\_\_\_\_ for service excellence.
3. Employees need to know the \_\_\_\_\_ for great service, or the \_\_\_\_\_ for delivering poor service.

## Loyalty Starts at the Top

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## Evaluate Your Current Workplace

Does your organization have a clearly defined mission statement?

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Do employees understand how their jobs support the mission?

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Do they know **why** they are expected to deliver exceptional customer service?

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Do they know “what’s in it for them?”

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## Assessments

Customer service **strengths**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## Assessments

### Customer service *weaknesses*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## 6 Common Customer Service Barriers

1. Phone Systems \_\_\_\_\_
2. Short Staffing \_\_\_\_\_
3. Poor Communications \_\_\_\_\_
4. Silos \_\_\_\_\_
5. Unclear Expectations \_\_\_\_\_
6. Inconsistent Rules \_\_\_\_\_



## ***Invite Employees to Take Ownership of Service***

*Employees need:*

- Proof that delivering excellent service will increase the likelihood of promotions, raises, and job stability.  
***What's in for me?***
- ***To play a role in the development of service standards***
- To be equipped with the skills and resources to do what's best for customers.

## ***Establish Clear-Cut Service Standards***

Company-wide Umbrella Standards

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Department-specific

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*What is needed in IT may not make sense for the customer call center!*

## ***Wanted: Friendly Employees!***

The company needs to build a team of trainable employees who are easy to motivate.

- It's impossible to force someone to have a positive attitude.
- Negative employees will tend to complain and gossip no matter how elaborate the training resources are in a company.

## ***Tips for Hiring the "Right" Employees\****

1. Only select people who are naturally friendly, helpful and people-oriented.
2. Hire people based on attitude first--skills second. Skills can be taught. Attitude is a choice.
3. Hire people who are not embarrassed to provide great service.
4. If a job candidate can't smile during the interview, they won't smile at their customers.
5. Communicate to a prospective employee that great customer service delivery will be a primary measurement on their performance evaluations.
6. Ask the candidate to define customer service excellence during the interview.
7. Ask your best employees to recommend friends "of whom they can be proud" for job vacancies.

Don't be in a hurry to fill a position with a warm body. Take your time and wait for the right employee. Ask open-ended questions during the interview process:

- "What do you think is the most important part of your job?"
- "What's the nicest thing you've ever done for a customer?"
- "What would your former co-workers tell me if I asked them to describe you?"
- "What is the toughest situation you ever had with a customer and how did you handle it?"
- "What is the nicest thing a customer has ever said about you?"

*\*If you want employees that will put the customers first, you need to put customer service first during the selection process.*

## ***Reward and Recognize Great Service***



Catch employees doing things right!

Deliver *sincere* compliments and recognition.

*One reason that employees develop apathy toward customers is because no one notices their good work.*

## ***Why Do Customer Service Initiatives Fail?***

1. Lack of a foundation to support a customer-focused culture
2. Lack of upper management support
3. Lack of employee engagement in the development process
4. Lack of a long-term plan to keep momentum going

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## ***Value to Your Organization***

*Positive changes when customer service objectives are met:*

- Increased employee ownership of service  
\_\_\_\_\_
- Improved communication skills  
\_\_\_\_\_
- Increased customer retention  
\_\_\_\_\_
- Potential for increased product sales  
\_\_\_\_\_
- Improved ability to handle complex customer service issues  
\_\_\_\_\_

## ***Build a Team Spirit***

1. Involve everyone in setting service goals and identifying ongoing ways to improve service.
2. Train employees to be trainers and mentors to their co-workers.
3. Provide ways for employees to reward and recognize their co-workers for great service.
4. Build the customer service theme into every departmental and company meeting.
5. Communicate customer service principles daily through newsletters, Intranet, meetings and other resources.

***Your Ideas:*** \_\_\_\_\_

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## ***Celebrate Successes***

- Post testimonials from customers, print service success stories in company communications.
- Unexpectedly reward an employee or team for going the extra mile for a customer.
- Take the whole team to lunch or bring treats when a customer has complimented even one employee for a job well done.
- Feature exceptional employees on the website.

## ***Invest in Training***

1. Telling employees to be friendly is not customer service training.
2. Employees learn through frequent, interactive training programs.
3. View training as an **investment** not an expense.
4. Basic service principles must be continually **reinforced**.
5. Training must take place throughout the year and be offered in a variety of different formats to keep employees engaged.
6. Training makes employees feel **valued**.



## ***Sustain the Momentum***

### Training Resources

- Onsite workshops with outside experts
- Offsite workshops with outside experts
- Onsite training with in-house experts
- Lunch & Learns
- Webinars
- Training Library
  - ◆ Books
  - ◆ Podcasts
  - ◆ Tip sheets
  - ◆ Motivational items

## Debra J. Schmidt, MS, APR



Debra J. Schmidt is known as the *Loyalty Leader*®. She helps companies boost profits by leading them to greater customer, employee and brand loyalty.

As the owner of Loyalty Leader® Inc., Debra is in demand as one of the nation's top customer loyalty experts. She helps companies throughout the United States keep more customers, retain more employees, get more referrals and sell more products.

She has developed customer service standards and delivered training for companies such as Northwestern Mutual, Miller Brewing Company, U.S. Bank, Roundy's, American Family Insurance, Kohler Co, Hal Leonard Publishing, Lucent Technologies, Sysco Food Services, and the Green Bay Packers.

Debra has a master's degree and over 30 years of customer service training and executive coaching experience in a wide range of industries. She was nominated for an Emmy award in 1991 and has won six national marketing awards.

In addition to her frequent television appearances on Fox News in Milwaukee, Wisconsin, Debra has been a featured guest on radio shows throughout the United States. Her articles have appeared in numerous magazines and online publications.

She is the author of [\*Building Customer Loyalty from the Inside Out\*](#), *101 Ways to Build Customer Loyalty* and *The Extra Mile—15 True Stories of Exceptional Customer Service*.

Debra is also a featured author in the following books:

- *How You Can Increase Your Sales in Any Economy*
- *Chicken Soup for the Christian Woman's Soul*

Debra is past president of the National Speakers Association-Wisconsin and the Association for Women in Communications, Inc. She is a former adjunct professor at Marquette University where she taught public relations courses.

For more information about Debra J. Schmidt's speaking, training, and consulting services or to subscribe to her FREE email newsletter, visit [www.LoyaltyLeader.com](http://www.LoyaltyLeader.com)

