

**YOUR LOGO
HERE**

Loyal for Life

Customer Service Training Program



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Act Quickly
Take Responsibility
Be Empowered
Compensate

How can a company maintain loyal customers?

Why do customers come back time and time again to do business with your company?

What is service recovery?

Service Recovery

Every employee is responsible for customer service. You must take the time to cultivate customer relationships and provide them with eye-popping service, especially when things go wrong.

Service recovery is how we overcome our mistakes and restore customer loyalty. Service recovery is solving a customer's problem or complaint and compensating them for their trouble, leaving them feeling as if they've just done business with the greatest organization on earth. It is putting a smile on a customer's face after you or your company screwed up.

Act Quickly

The employee at the point of contact best implements service recovery. Avoid moving problems and complaints up the chain of command or passing them on to your manager. This just frustrates the customer even more. Service recovery is all about solving the problem quickly.

Take Responsibility

Take responsibility no matter who is at fault. Sincerely apologize and don't place blame. Thank the customer for pointing out the problem.

DON'T make excuses or lie to cover a mistake and **DON'T** pass the blame off to another employee in the organization.

Be Empowered

Empowerment is the backbone of service recovery. It means you have the authority to do whatever it takes to keep a customer. Employees who are empowered have the confidence to act quickly. Empowerment and service recovery depends on the frontline employee being able to adequately handle any customer situation.

Service Recovery hinges upon empowered employees making empowered decisions.

Compensate

Sometimes it isn't enough to just solve the problem. The fact that a mistake was made can cause a customer to defect and give negative word of mouth about your company. Service Recovery is a marketing tool designed to stop defection and increase positive word of mouth. A customer spreads the word and remains loyal when you give them something for their trouble and let them know they are valued.

The value of compensation need only be high in the eyes of your customers. Compensating the customer does not mean you have to spend a large amount of money. You just have to give them something that has value in their eyes.

Every organization has something they manufacture or sell or a service they provide that has value but actually costs very little out-of-pocket. What does your organization manufacture, sell, or what services do you provide that cost you very little, but have a high perceived value? Something that can transform a frowning customer into one who will smile and praise your organization.

Are there service recovery procedures currently in place at your organization?

How can compensation help from losing a loyal customer?

Have you ever been compensated for a mistake a company made with you? How did that make you feel?

Service Recovery and Word of Mouth

Word of Mouth

Word of mouth is defined as the passing of information from person to person by oral communication. It is considered one of the most credible and trustworthy recommendations because usually its family and friends telling each other about their experiences. And with the internet, words can spread easily and quickly. Soon hundreds could either have a positive or a negative image of your company.

Positive Word of Mouth

Positive Word of Mouth is the most effective form of advertising. It can influence many potential consumers to do business with your company. By going above and beyond and exceeding customer expectations, you can create a positive “Buzz” that can influence many new customers and their friends.

Negative Word of Mouth

Just as positive word of mouth can help a business, negative word of mouth advertising hurts. The quality of care and service a customer receives can spell an organization’s financial success or ruin in today’s ultra-competitive market. Just remember when a customer encounters poor service, they can tell over a dozen people about it.

How does a customer experience affect word of mouth?

How can you build Positive Word of Mouth for your organization?

How can you make the customer experience superior at your organization?

When you're the customer, what are some important characteristics you like to see in a service representative?

Notes:

In recognition of successful Completion:

Loyal for Life Online Completion

I completed the Loyal for Life online Training program and I understand how service recovery works and how important it is. I am confident in making empowered decisions in favor of the customer to keep them loyal for life.

I learned to:

- Act Quickly
- Take responsibility no matter who's fault it is
- Be empowered
- Compensating to retain customers

I understand the employee at the point of contact best implements customer service and service recovery. I will put customers first and do whatever it takes to ensure customer loyalty.

I am responsible for creating a positive reputation of our organization and I will do everything in my power to provide the best customer service I am capable of.

Name_____

Date_____