Laura J. Weber
Solid Waste Project Manager
St. Regis Mohawk Tribe

YIKES!
HOW DO I PROVIDE GOOD CUSTOMER SERVICE?
Presentation Summary

- SRMT Program Overview
- What is customer service
- Human touch approach
- Good customer experience
- Emotional states
- Dealing with unhappy & angry customers
- Communication & customer service
SRMT’s Solid Waste Sustainable Model

Mission: To promote environmental protection through the use of sound solid waste management practices while contributing to the economic and social progress of the community.
4R’s Cultural Education

SRMT’s 4R’s – Cultural Education

Answer: Respect, Reduce, Reuse, Recycle

Purpose: Motivate people to respect themselves, the community, & Mother Earth.

Idea: Respect leads people to take ownership for the overall well-being of their community creating changes in behaviors.
SRMT’s SW Community Service Agency

St. Regis Mohawk Tribe Solid Waste Management Program
Use of Compaction Trailer
"Customer service is the ability to provide a service or product in the way that it has been promised"

"Customer service is about treating others as you would like to be treated yourself"

"Customer service is an organization's ability to supply their customers' wants and needs"

"Customer Service is a phrase that is used to describe the process of taking care of our customers in a positive manner"

"Customer Service is any contact between a customer and a company, that causes a negative or positive perception by a customer"

"Customer service is a process for providing competitive advantage and adding benefits in order to maximize the total value to the customer"

"Customer Service is the commitment to providing value added services to external and internal customers, including attitude knowledge, technical support and quality of service in a timely manner"

"Customer service is a proactive attitude that can be summed up as I care and I can do

Source: http://www.customerservicemanager.com/definition-of-customer-service.htm
Customer Service Definition

- My definition: serving customers in a manner as I would want to be treated.

- Why do we want to serve?
  - Acquiring a new customer can cost 6 or 7 times more than retaining an existing customer.
  - Businesses who boosted customer retention rates by as little as 5% saw increases in their profits ranging from 5% to a whopping 95%.

Source: Tom Gray, November 29, 2006
Customers are people

“70% of our decision to buy is based on how we are treated as people...It is the ‘human touch’ that stands out in the mind and memory of the customer”

Source: “Customers Are People--The Human Touch” John McKean, Chichester John Wiley & Sons, Ltd. (UK) 2003

Customers want & need understanding and is based on 3 primary human needs:
- Acknowledgment, Respect, & Trust
“How and why customers choose to buy, both initially and follow-on customer purchases, is eloquently simple. Here is a snapshot of how customers buy as “people” (through their eyes):

- Build trust in me so I feel buying your service is the best decision for me
- Acknowledge me and my importance to you
- Respect me and my needs

Initial trust is either confirmed and strengthened or is disproved and decreases based on the customer’s experience”

Source: “Customers Are People-The Human Touch” John McKean, Chichester John Wiley & Sons, Ltd. (UK) 2003
TOTAL CUSTOMER CARE
Service is Our Foundation!
Employees

- Happy employees create happy customers
- Finding the right employees is key
  - Hire people with personal value system consistent with your organization’s value system
  - Integrity – no integrity means there is no foundation on which to build
  - Hire for interpersonal skills and personality type first, then technical knowledge, skills, and experience
  - Hire attitude over experience
Employees

- Show them you care
- Treating employees well will result in employees treating customers well
- Create a culture that frees the employees to give the best of themselves
- Create a culture of dignity & worth, one that invites employees to share their ideas and allows them to blossom
Employees

- A leader’s behavior influences employees’ behaviors – be mindful of this
- Allow employees the freedom to “run their own business” and the confidence to do so
- Create a culture that encourages a family atmosphere
- Acknowledge employees
- Employee fulfillment – just getting a paycheck doesn’t create fulfillment
Things You Can Do to Ensure a Good Customer Experience

- Know what your customers expect & supply it
- Be willing to find a solution & ensure the customer is satisfied
- Follow crisis management procedures for handling problems

"Someone calling themselves a customer says they want something called service."
Things You Can Do to Ensure a Good Customer Experience

- Show concern
- Provide a high level of service
- Have a helpful attitude
- Under promise rather than overpromise
- Handle problems immediately & help customers meet their deadlines
Emotional State of Customers

Happy

Unhappy

Angry

Emotional Scale
Things to Do When Customer is Unhappy

- Show empathy – “I’m sorry.”
- Encourage venting – “Please tell me what happened”
- Stay Objectives – “I understand how you would feel that way”
- Remain Calm – “I believe we can resolve this”
- Listen Attentively – “Yes, I see.”
- Take Responsibility – “I will make sure the problem is resolved.”
Things to Do When Customer is Unhappy

- Involve the customer – “How would you like to see this handled”
- Give added value – “Another way we can resolve the situation is…”
- Provide an action plan – “This is what I propose to do..”
- Involve your manager – “I will let management know of this problem”
Defusing an Angry Customer

- Try to remain calm, focus on your breathing while listening
- Visualize the customer as a newborn baby screaming for attention and you are the only person who can calm the customer.
- Say “is there something I have done personally to upset you? I would like to help you. Please give me a chance.”
Defusing an Angry Customer

- Call manager if customer is too wild for one person to handle. Say: “I think my manager may be able to help you.”

- Call security if customer becomes violate. Say: “I’m sorry, but we need to find a way to work together. I think security will help.”
Things Not to Do When Customer is Angry

- Get angry yourself
- Defend yourself
- Tell the customer to calm down
- Interrupt
- Fail to acknowledge the customer’s feelings
Understanding Communication

content ➔ Tree ➔ content

emisor ➔ form ➔ destination

...and that is why we lift on three...

COMMUNICATION
Laura J. Weber
Solid Waste Project Manager
St. Regis Mohawk Tribe
M-F, 6:30 AM - 2:30 PM EST

518-651-9926
Laura.weber@srmt-nsn.gov

www.srmttenv.org