“It Doesn’t Have To Be That Way”
Exceeding Your Customers Expectations
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“That’s Just The Way It Is Today”

- “Normal”
- Average Customer Service Looks Good
- What Would You Expect?

“That’s Just The Way It Is Today”

- The Beginning:
  > First impressions are the most lasting
  > First impressions can be nearly impossible to reverse or undo
  > First impressions set the tone for all relationships related to the total customer experience
    - Define the visit
      - The reception
      - The “waiting room”

- The Middle
  > The pre-test area
  > The exam room
  > The “fitting room”

- The End
  > Creating lasting impressions
    - “Probes”
    - Don’t be the slowest

Story Time!
Today’s Market
aka
“The New Economy”

- Very Competitive
  - Quality, Service, Price
- Differentiating Yourself
  - Quality
  - Price
  - Service

Exceeding Expectations

- Service

- Go beyond the obvious
  - Golfing in Clinton, MO

- Give them what you would want/expect if the situation was reversed

The Basics

- Be Professional
  - Personal Appearance
    - Story Time!
  - Work Place Environment
- Focus only on the customer
  - Smile when answering the phone
  - Focus your energies on the caller
- Be courteous
  - “Do unto others…”
- Address their concerns with sincerity
  - Listen Attentively
  - Ask appropriate questions

The Basics

- Know your business
  - Understanding the products and services you have to offer will help you meet their expectations
- Roll out the red carpet
  - Understand your customers’ needs
  - Match those needs with the proper products and services
- Learn your lines
  - Understand the details of your tasks

The Basics

- Be a T.E.A.M. Player
  - Assist your coworkers
  - Pick up the phone by the second ring
- Enjoy Your Work
  - We all have to work for a living
  - Enjoy your place of employment
  - Life is too short not to enjoy what you are doing
- Customer service is demanding!

Now, The Keys To…
World Class Customer Service

The Keys To World Class Customer Service
- Listen Attentively
- Show Empathy
- Research and Gain Information
- Ask Questions
- Summarize
- Make Suggestions
- Take Positive Action

Listen Attentively
- Allow your customers to vent
  - Helps to defuse the situation
- Do not interrupt
  - Be a good listener
- Actively acknowledge what they are saying
- Take notes
  - Write down the key issues they are raising
  - Be careful when doing this in person!

Show Empathy
- Who is right?
- Who is wrong?
  - Story Time!
- Sympathize with them
- Show you are concerned and understand

Do Your Homework
- Gather all the facts
- Investigate the issue
- Ask what you can do to resolve the issue
- Explain how you intend to resolve the issue

Choose Your Questions Properly
- There are two types of questions
  - Open
  - Closed
- Open ended questions solicit information
  - Start with Why...?, How...?, What do you think about...?
  - Should initiate discussions
  - Develop trust, are less threatening and allow for free response
  - Are more time consuming
- Closed questions are answered finitely with yes or no
  - Are presuming, leading or probing
  - Are restrictive and can be answered without much thought
Summarize

- Summarize the situation as you see it
  
  > Eliminates misunderstandings
  > Prevents inappropriate actions

Make Suggestions

- Consider all the facts and then…
  
  > Make suggestions based on the facts
  > Story Time - No Free Meal!

Take Positive Action

- After fact finding, analyzing and corrective action has begun:
  
  > Follow through with the customer
  > Do what you must to solve the problem
    
    > Remember
    
    - There are times when you will not be able to resolve the situation as the customer would like!
    - Still provide excellent service!
  > Verify that they are satisfied with the outcome

  - Follow through

Remember:

“Consumers buy benefits, not features”

Remember:

“Things that don’t change tend to remain the same”
Remember:

“If you always do what you always did, you will always get what you always got”

Definition of Insanity

“Doing the same thing over and over and expecting different result.”

Albert Einstein

One More Story!

Questions or Comments?

Special Thanks to:

The Vision Council