



HOW TO MAKE 2016 THE YEAR OF THE CUSTOMER

DIAL 844- WEB ADIGO

(844-932-2344) *NO ID NEEDED*

START TIME: 5 MINUTES AFTER THE HOUR
WE'LL GO FOR 20 MINUTES UNTIL 25 PAST



**A Conferencing Tips
Webinar with Brad Volin,
President of Adigo**



AGENDA

- Intro's
- The Importance of Internal Customer Service
- Tools & Tips: How to Provide Exceptional Customer Service
- 2016 Customer Service Trends
- Questions



INTRODUCTIONS

- President, Adigo
- Experience at Public and Private companies
- Go-to customer service tip: **Anticipate**
(through data analysis)



INTERNAL CUSTOMER SERVICE

Why is internal customer service
and creating a positive work
environment so important?



INTERNAL CUSTOMER SERVICE

Recent study by Harvard Business Review:

Organizations with low employee engagement scores experienced:

- 18% lower productivity
- 16% lower profitability
- 37% lower job growth

The Center for American Progress estimates:

- Workplace stress contributing to 50% of voluntary turnover
- Replacing a single employee costs approximately 20% of that employee's salary



IMPLEMENTING GREAT INTERNAL CUSTOMER SERVICE

Train Your Staff & Manage Performance

- Provide your team with the training to serve your customers and live up to brand standards.
- Share stories that show the important work your team does. Illustrate how they make a difference in the lives of the customers.
- Create a performance review process that incorporates employee expectations with goals.
- Celebrate success. Let everyone know you value his or her hard work!





IMPLEMENTING GREAT INTERNAL CUSTOMER SERVICE

Create a Positive Work Atmosphere

- **Recognize birthdays:** A small recognition like a free lunch or a coffee ensures your staff that they matter to you, not just to your business.
- **Incorporate fun activities:** Studies show that when we enjoy going to work, we work harder and more productively. Engage your employees in group lunches, happy hours, BBQs, etc. to give everyone something to look forward to.
- **Promote Wellness.** Being physically and mentally well contributes to higher productivity, happier employees, and less sick time.



IMPLEMENTING GREAT INTERNAL CUSTOMER SERVICE



Help Develop Your Team

- Help team members see where and how they can grow in their field.
- Offer continuing education or training programs to your staff that cater to furthering their expertise.
 - Lynda.com is a great resource for continuing education courses



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IMPLEMENTING GREAT INTERNAL CUSTOMER SERVICE



Talk and Listen

- **Talk to your employees.** Ask them:
 - How do you think management is doing?
 - Do you have ideas to help improvement?
 - Do you feel recognized for your work?
- **Listen to your employees.** Take action on their suggestions. Let your team know changes are being made based on their feedback.

PROVIDING EXCELLENT EXTERNAL CUSTOMER SERVICE



Believe in Your Brand

- Have regular conversations with your team members about company values and mission. Create defined actionable service behaviors and talk about them all the time, so they become part of the culture.
- Hire employees that are passionate towards your brand and mission.

WANT TO FIND A
BRAND AMBASSADOR?
START WITH YOUR
EMPLOYEES



PROVIDING EXCELLENT EXTERNAL CUSTOMER SERVICE



Make a great first impression

“Stay fully committed [to] making sure that customers receive a memorable, impactful and enjoyable kick-off phase with [your company].” - Matt Rizzetta, president and CEO of North 6th Agency public relations firm

- Immediately communicate to your new/potential customer:
 - Your commitment to their needs.
 - Your level of competence.
 - Your ability to deliver what they're looking for.





Providing Excellent External Customer Service



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PROVIDING EXCELLENT EXTERNAL CUSTOMER SERVICE



Be proactive

When you are able to anticipate customer needs before they occur, you'll have a more satisfied customer. Utilize Big Data and marketing automation to proactively address customer issues before they become a major problem.

- "If you have a software product and you know where a customer is getting stuck, you can use that knowledge to proactively reach out to other users with emails or messages that provide guides or walkthroughs." -Rita Tochner, head of corporate marketing, Pontis Marketing





PROVIDING EXCELLENT EXTERNAL CUSTOMER SERVICE

Offer a seamless experience

- Today's top companies stand out by providing a consistent experience through every single channel:
 - In the store
 - On the web
 - Through social media
- Remain consistent across all channels
 - Keep your brand consistent by creating pre-developed brand messages and answers to common questions to use across channels
 - Keep profiles of your customers
 - Document communication across all channels to avoid duplicate conversation



PROVIDING EXCELLENT EXTERNAL CUSTOMER SERVICE



Treat customers as people not a demographic

- "Customers see themselves as distinct individuals, and expect brands to see them this way as well...Customer service tactics should be as dynamic and agile as the customers they serve. " -Rita Tochner, head of corporate marketing, Pontis Marketing
- Develop genuine relationships with customers beyond their initial purchases.
 - "Maximize engagement continuously and in real time, according to the customers' regularly changing needs. Radio silence for any industry should be avoided, and open lines of communication should exist and remain open." Rita Tochner, Pontis Marketing



2016 Trends in Customer Service

"The customer has more power and choices than ever..[the consumers'] ability to amplify their complaints and praises through social media, [and] the lower barrier to switching [providers], modern businesses can't get away with having subpar customer service."

-Don MacLennan, CEO of customer success platform Bluenose.

2016 TRENDS IN CUSTOMER SERVICE



1. Self-help customer service will grow

Customers appreciate the speed and efficiency of finding answers to their questions online versus calling a company.

- Post a FAQ (Frequently Asked Question) section on the website.
- Create YouTube videos that teach how to use your products and answer your customers most frequent questions.
- Always have a “contact real person” option



2016 TRENDS IN CUSTOMER SERVICE



2. Social Media customer service is here to stay

- People are turning to Twitter, Facebook, Yelp and other online channels to share their thoughts (good and bad) with the world.
- Monitor these channels to ensure a timely response and look for opportunities to turn complaining customers into your biggest fans.



2016 TRENDS IN CUSTOMER SERVICE



4. People are paying more for good customer service

- Even in a hyper-sensitive price environment, good customer service can make price less relevant.
- Stats predict that the customer experience will be the biggest competitive differentiator in the next three to five years

2016 TRENDS IN CUSTOMER SERVICE



5. Experience Sharing Will Rise.

When a customer has an amazing experience, they share it.

- Use the power of word-of-mouth marketing.
- Be SO amazing that your customers want to tell everyone about their experience.
- Customer service and the customer experience is the new marketing.



RESOURCES FOR
HOW TO MAKE 2016 THE YEAR
OF THE CUSTOMER



- <http://www.marketingwhizz.com/weekly-marketing-tip/7-ways-to-achieve-great-internal-customer-service-and-happy-staff>
- <http://redcarpetlearning.com/12-ways-improve-internal-customer-service/>
- <http://redcarpetlearning.com/3-little-changes-will-make-big-difference-customer-service-culture/>
- <http://www.forbes.com/sites/shephyken/2016/01/02/the-year-of-the-customer-16-customer-service-and-experience-cx-trends-for-2016/#764fd605e041>
- <http://www.businessnewsdaily.com/7306-customer-service-best-practices.html>



CONNECT

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How helpful was this? 1 (not much) – 5 (super)

For links, details and references, see our post:

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