

*Hoping This is
Common Sense...*

*“Adapting to a Changing Customer and Economic Environment”
A Case Management Train-the-Trainer Seminar
December 2009*

Retail?

*Small Business Owner /
Entrepreneur?*

Hospitality?

Private Industry?

Let's Go Holiday Shopping!!!

Retail Store Holiday Shopping List...

- Jewelry for Mom
- Train Set for Dad
- Socks for Uncle Jack
- Fruitcake for Aunt Barb
- DS for Lauren
- ??? for Stacy
- Lip Gloss Set for Sarah
- ??? for Douglas
- Elmo for Hannah

You Must Shop Under the Following Conditions:

- You Just Lost Your Job (after 15 years)
- Your Car is Broke Down
- One of Your Daughters Just Left for College
- Have Virtually No Money Saved
- Just Received a "Turn Off" Notice for Electricity
- You have a Sick Parent Who Needs Care
- You Have a Mortgage to Take Care Of
- You Are a Single Parent

Who Do You Hope to Have as a Sales Person?



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That Same Person Comes In To Your One-Stop...

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Which One Are You?



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Common Sense...

**There is a Well-Known
“Governmental Customer Service Issue”
among the
“Public” / “Participants” / “Claimants”**

**The “Public” / “Participants” / “Claimants”
= our “Customers”**

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In retail, we hear...

~~*The Customer Is
Always Right!*~~

**Regardless of the Industry...
This Simply Is Not True!**

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**I Can Not Go to JCPenney® and Steal Something
Just Because I'm the Customer!**

**I Can Not Go to My Eye Doctor and
And Demand They Fit Me for
Contacts Off of My Eye Glass Prescription!**

**I Can Not Go to Bath and Body Works® and
Demand They Open Up a New Bottle of Lotion
Just Because I Want to Make Sure
It Smells the Way I Want it to....
Because I'm the Customer!**

BTW...All True Personal Experiences!!!

But, As the Customer, I Can Expect....

- ✓ Politeness
- ✓ Respect as an Individual
- ✓ Help with Finding Answers / Products
- ✓ Efficiency and Effectiveness
- ✓ Explanations When Needed

Then....there's the WOW Factor!!!

Which Would You Visit "Again" and Why?



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Why Would Your Customer Visit You Again If He/She Needed Help?

✓ Did you **“Listen”** to Them and Truly Hear What They Said?

✓ Were You **“Empathetic”**?

- Sympathy = Other Person's Feelings
- Empathy = Understanding Other's Feelings but with Objective Behavior / Opinion

✓ Did You **“Offer Solutions and Alternatives”** and **“Empower Them”** to Make Positive Choices?

✓ Did You **“Teach the Customer”** Something They May Not Have Known Before They Visited You?

And Finally....

One of the Major “WOW” Factors.....

**When Things Go Wrong...
Did You Apologize
Regardless of Whether It Was
Your Fault or Not?**

Regents Degree Story

Monty Story

Aircraft Dispatching Story

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Wrap Up...

Several Studies Done on Quality Customer Service



Dedicated to “bringing humanity back to flying”



Customers

Inverted Pyramid: “...our philosophy and our structure shows placing our customers at the top”



USAA ranked #1 in customer service out of 145 American companies, and was subsequently awarded first place in the 2009 MSN Money Customer Service Hall of Fame.

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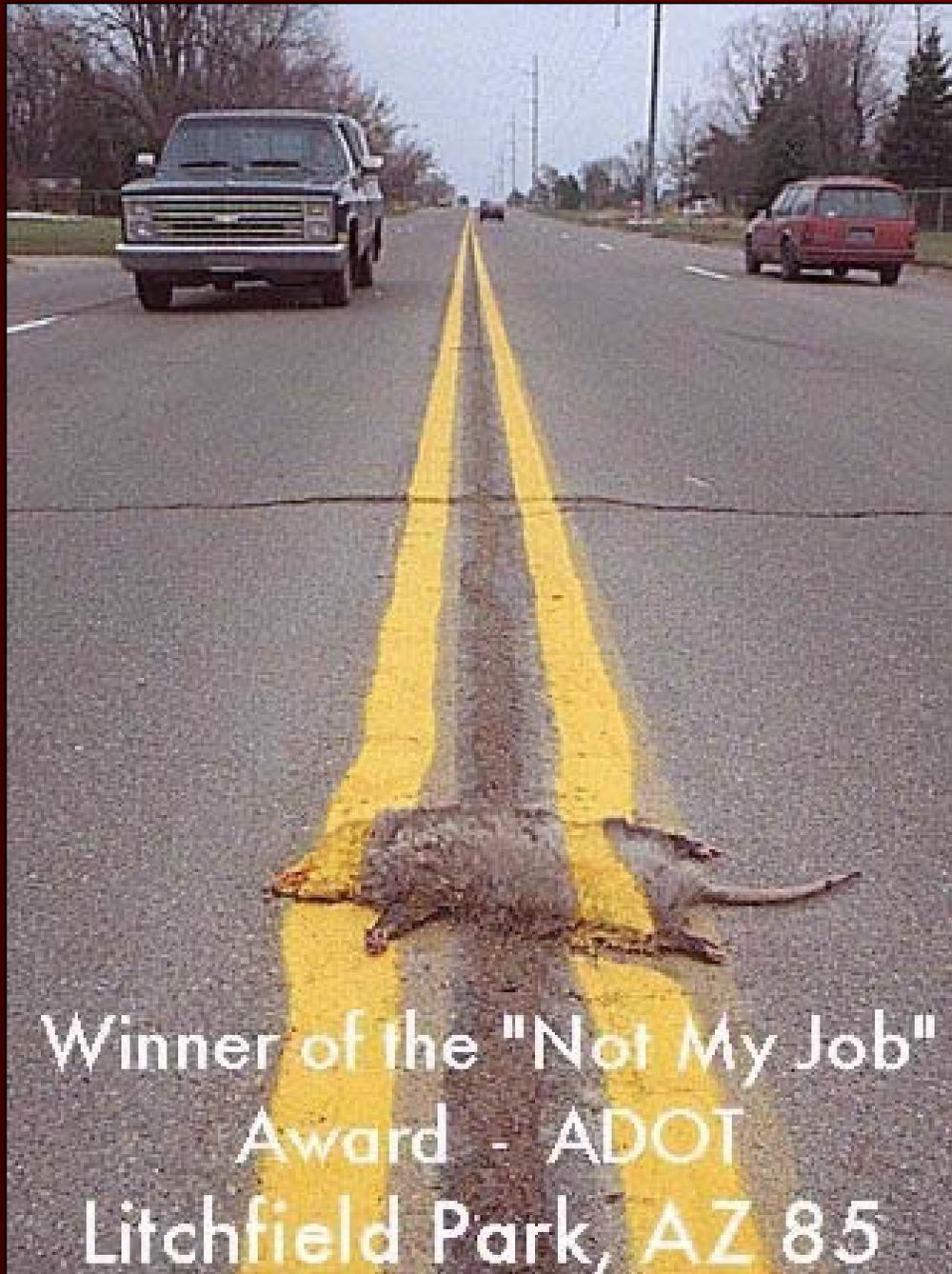
*We are No Different than
the Private Sector!*

*We Have "Customers"
Who Want and Need to be
Satisfied Too!*

Old Picture That Says So Much!

We are ALL
Accountable
and
Responsible
for Providing Excellent
Customer Service!

*"There is only one boss.
The customer.
And he can fire everybody in the
company from the chairman on
down, simply by spending his
money somewhere else."
Sam Walton*



Winner of the "Not My Job"
Award - ADOT
Litchfield Park, AZ 85

Again...

***Hoping This is
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Happy Holidays!

Start 2010 Out With Your Dedication to Excellent Customer Service!

Melissa A. Aguilar, Executive Director
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