

CUSTOMER SERVICE 101

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October 2, 2008

WHO IS YOUR CUSTOMER?

- Members
- Clients
- Colleagues
- Any person who walks through the JCC sliding doors!

Even if the person is not your customer now - they may be next week, next month, next year or 2 years from now.

WOW THE PERSON!

- Remember the customer even when they are not buying.
- Support causes the customer holds important.
 - If you support them, they will support you. It doesn't have to be monetary - it can be a gift certificate or prize item.
- Give something free of cost on occasion.
 - One day free may get you 12 days paid for.
- Become a product and service fanatic.
 - Believe what you represent.
 - Communicate it with passion.
- Entertain the customer (especially while they are waiting).
 - Provide them with some reading material - especially something related to your department.
- Demonstrate that the customer is first by respecting his time.
 - If they have to wait, apologize and let them know you will be with them as soon as possible.
- Say you are sorry for the slightest slip from standard.
- Ask for the customer opinion.
- Promote internally
 - If your colleagues are aware of what is happening with your programs, they may be interested in participating themselves or can chat it up with people they know and help promote your service!
- KNOW THE CUSTOMER BY NAME.
 - Nothing impresses a person more that if you remember their name.
- Invite the customer to play.
 - You are likely to engage the person to join the J or your programs by inviting them to a yoga class, play squash or a bridge game. Being there will form a connection and network.

Challenge of the month: Learn three members name (someone who you don't already know) and report back to your supervisor who you met.