

Building Customer Service Skills: Small Changes Make a Big Difference

OEM Retreat
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Do you have a case of the Mondays... on a Thursday?



Building Customer Service Skills

- Who are your customers?
- Customers are all the people we interact with all throughout our day.



Building Customer Service Skills

- What characteristics do you value most when you think of excellent customer service?



Building Customer Service Skills

- ◉ Disney World may be one of the best examples for us to model our customer service skills.
 - Positive Attitude
 - Focus on the Customer
 - Attention to Details



The “*Office Space* Attitude”



- Peter Gibbons: So I was sitting in my cubicle today and I realized, ever since I started working, every single day of my life has been worse than the day before it. So that means that every single day that you see me, that's on the worst day of my life.

The Gold Standard in Service

- ◉ At Disney World the “cast members” must be in character all the time.
- ◉ Positive Attitude is key!
 - Keep smiling
 - Be friendly
 - Be courteous
 - Be helpful



Positive Attitude

- What are some specific ways we can demonstrate a positive attitude?
 - Help coordinate an office event or activity
 - Volunteer to help a co-worker with a difficult project
 - Ask the person if they need some help if they appear lost on campus
 - Be willing to fill-in for someone who is out sick
 - Be a mentor for a new staff member
 - Be willing to take ownership of a special project

Meet Milton!



Focus on the Customer

- Visitors at the Magic Kingdom often ask “what time is the 3:00 parade?”
 - Be a good listener
 - Be a good communicator
 - Listen for verbal queues
 - Watch for non-verbal queues
 - Understand your customer’s perspective



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Focus on the Customer

- What are some specific ways we can focus on our customers?
 - Don't interrupt – let the person finish their question before answering
 - Be empathetic – let the person know you realize this question is important to them
 - When possible refer to them by name during your conversation
 - Keep your word – when you say you'll call them back by the end of the day be sure to follow through

Pay Attention to Details

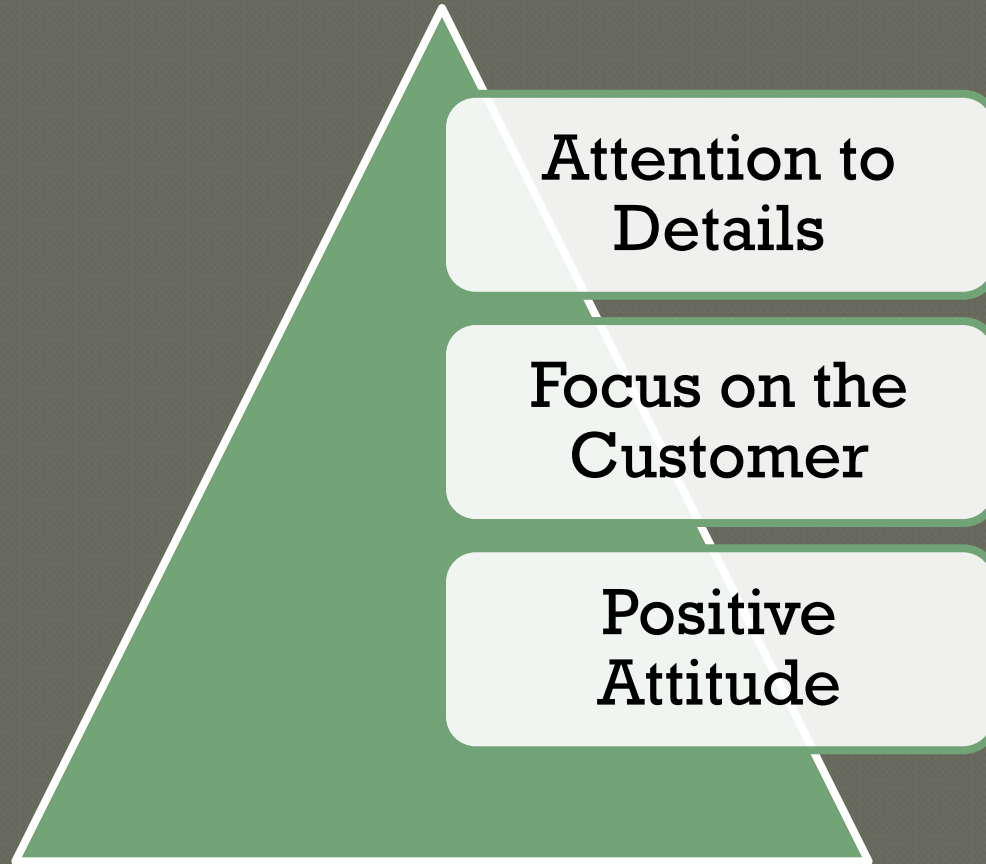
- ◉ Disney animators are often willing to go the extra mile and “bump the lamp.”
 - Don't always look for the easiest way
 - Take pride in the quality of your work
 - Be a resource for other people
 - Be a problem solver



Pay Attention to Details

- What are some specific ways we can pay extra attention to details?
 - Learn to anticipate follow up questions
 - Learn to “listen” between the lines
 - Offer options to customers when possible
 - Learn to summarize your conversations with customers
 - Take the time to educate your customers

Building Customer Service Skills



Building Customer Service Skills

- By displaying a positive attitude, focusing on the customer, and paying attention to details we can all build on our customer service skills – just think Disney World.

