

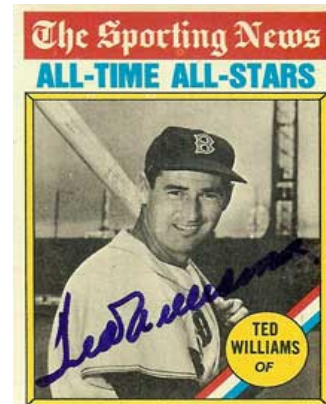


Customized Customer Service

Presented by Bill Nye, Ph.D.
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Customer Service is NOT like Baseball

1. Ted Williams is considered one of the greatest hitters of all time. He had 2,654 career hits.
2. Ted had 7,706 career at bats.
3. He failed to get a hit 5,052 times. That's a failure rate of 65.6% of the time.



The Customer Always knows....

- When the service provider doesn't care.
- The ID doesn't care about:
 - The Customer
 - The Company
 - The Co-worker



The Golden Rule of Customer Service

- Do unto the customer as they would want done unto them.



The Choleric Customer

- Extremely organized
- Strong willed and independent
- Bossy and opinionated
- Quick to anger
- Doesn't want excuses, just wants action
- Wants to talk to someone in charge



The Phlegmatic Customer

- Quiet and soft spoken
- Appears to be void of personality
- Rarely complains
- Has a very high boiling point
- Wants to deal with someone they trust
- Very private, respect that



The Melancholy Customer

- Very moody
- Does not like change
- Suspicious of others
- Hoarders and pack rats
- Likes to have options
- Needs lots of follow up



The Sanguine Customer

- Super extrovert
- Warm and genuine
- Insecure and looking for approval
- Never at a loss of words
- Impatient so act quickly
- No matter what the outcome remain friendly





The 5 Deadly Sins of Customer Service

1. Allowing the complaint to be elevated.
2. Moving too slowly.
3. Telling the story.
4. Talking to your customers about other customers.
5. Blaming your company for your failures.

On behalf of Tilly and Hooch I want to thank you for allowing me to be with you today!

