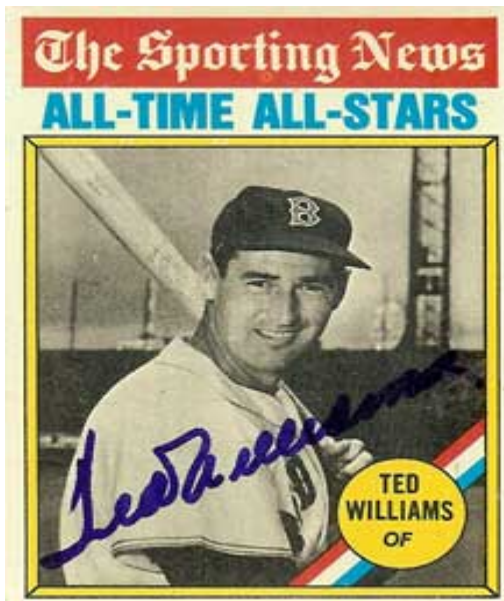


Customized Customer Service

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Customer Service isn't like baseball. In baseball you can fail 60% of the time and still be considered great. In customer service you must get it right every time in order to be considered great.

- Ted Williams is considered one of the greatest hitters of all time.
- Ted had 2,654 career hits but he also had 7,706 career plate appearances which means that he failed to reach base 5,052 times. This is a failure rate of 65.6%



The Customer Always Knows.....



- When the customer service provider is an Id (Maslow's Hierarchy of Needs)
- The Id doesn't care about the customer, company or coworker.
- The Id only does what they do (work) for the money and not because they care about making a difference.

The Golden Rule of Customer Service: Do unto the customer as they would want you to do unto them.



The Choleric Customer



1. Extremely organized
2. Strong willed and independent
3. Bossy and Opinionated
4. Quick to anger
5. Doesn't want excuses, just wants action
6. Prefers to talk to someone in charge

The Phlegmatic Customer



1. Quiet and soft spoken
2. Appears to be void of personality
3. Rarely complains to you
4. Has a very high boiling point
5. Prefers to deal with someone they trust
6. Respect their privacy

The Melancholy Customer



1. Very moody
2. Does not like change
3. Suspicious of others
4. Hoarders and pack rats
5. Likes to have options
6. Wants lots of follow up

The Sanguine Customer



1. Super extrovert
2. Warm and genuine
3. insecure and looking for approval
4. Never at a loss for words
5. Lacks patience so act quickly
6. No matter what the outcome remain warm and friendly

The 5 Deadly Sins of Customer Service

1. Allowing the problem to be elevated
2. Moving too slowly
3. Telling the story (why we didn't take action earlier)
4. Talking to your customers about other customers
5. Blaming your company for your failures.