CUSTOMER SERVICE
A DAILY ATTITUDE & MINDSET
Mark Villareal

35-Years in Corporate America 20-Years at C-Level Executive
3 Time International Best Selling Author, 2 Children’s Books Amazon Best Sellers
Expertise: Sales, Leadership, Customer Service, Strategic Planning & Business Development
Developed Million Dollar Sales Individuals & Long Term Leaders
VP of Sales of a $5 Million, $50 Million, & $500 Million Dollar Sales Org.
Helped Develop Franchise Organization From 5 Locations to 300 Worldwide
Mission Statement: To elevate leadership one person, one team and one organization at a time.
WELCOME

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BUC-EE’S
CUSTOMER SERVICE

Customer service is the provision of service to customers before, during and after a purchase. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest."

Reality: Customer service is anytime we are touching the customer whether they are a buying customer or not. It is their experience and belief on how they were serviced.
EVERYONE IS A 10!

Mark Villareal @markvillareal - 29 Sep 2017
We all felt like 10’s today on @ABCT4GTU. It comes from a lesson one mom taught her son.
“Everyone is a 10!” good4utah.com/good-things-ut... #mom
Everyone is a 10: good4utah.com/good-things-ut... #mom
RESULTS

Belief \(\Rightarrow\) Attitude \(\Rightarrow\) Behaviour
IDEA #1

Everything within an organization is defined by their culture.
THE STORY OF RACKSPACE

Observation of high level culture
Mission instilled throughout
Values adopted & lived
Employees empowered
One direction one focus
Top down & bottom up
MISSION, VISION, AND VALUES

Culture Starts & Ends With Mission, Vision, & Values

- Building & instilling company mission statement
- Mission Statement is your reason for existence
- Vision is internal – employee facing
- Vision Statement is 3-5 yrs. out / BHAG
- Values are what you live by daily
- Principles are values in action
THE STORY OF I2R

Built Foundation On Values & Principle

- Every decision points back to the values
- Every new hire is measured against the values & principles
- Company showcases values on website prominently
- Values demonstrated throughout organization
- Company empowers employees through principle statements
- Values are driven top down and bottom up
I2R PRINCIPLE STATEMENTS

Order: Processes are necessary to achieve excellence. We will work within and help improve them.

Improvement: We embrace mistakes as opportunities which lead to improvements that we need to attain excellence.

Proactive: No matter how small a problem may seem, fixing it now is the only solution.

Dissent: We feel an atmosphere of respectful and courteous dissent generates the greatest amount of creativity, which is our competitive edge.

Commitment: When we agree to a plan, we focus on implementing it.

Discipline: We replace blame and second-guessing with constructive problem solving.

Do Unto Others: When we see another team member not living up to these principles, we confront them privately. We expect them to do the same for us.

Teamwork: We choose to work together and depend on each other in order to implement the plan.

Relentless: We will not back down from our pursuit of excellence in every aspect of our business.
5 Ways Work Culture Affects Your Customer Experience

Happy culture produces happy members & customers
What gets measured gets done
Dog eat dog cultures do not put members & customers first
Empowered employees take charge & solve problems
Employees who worry about job security protect themselves
IT IS YOUR POINT OF VIEW
ASIS COMMITMENT TO EXCELLENCE

ASIS International is deeply committed to advancing and reinvesting in the security profession all year long. Your membership directly supports scholarship programs and the development of education, certification, and standards and guidelines. ASIS remains dedicated to expanding and enriching knowledge sharing, best practices, and peer-to-peer connections so security professionals across disciplines—and at all stages of their career—can get access to the information and resources they need to succeed, personally and professionally.
ASIS COMMITMENT TO CUSTOMER SERVICE

• ASIS International is committed to providing superior customer service and satisfaction delivered by friendly, knowledgeable, and accessible staff for each and every one of our members, customers and partners.

• ASIS will provide value-added services and benefits to our loyal members, customers and partners.

• ASIS will maintain the highest level of professionalism and respect in all communications and interactions.

• ASIS will honor all commitments or promises we make.

• Satisfaction guaranteed, or we will make it right.
IDEA #2

Great companies instill that every employee is a customer service agent.
RITZ CARLTON

“We are Ladies and Gentlemen serving Ladies and Gentlemen.”
RITZ CARLTON CUSTOMER SERVICE

- Organizational Culture
- Employee Selection
- Employee Engagement
- Employee Empowerment
- Relentless Training (250 hours every year)
- Exceptional Quality
- Customer Engagement – Proactive and after services.
DISNEY’S MAGIC

Do what you do so well they want to come back and bring their friends.

-Walt Disney
DISNEY SETTING

Your customer service experience setting will be wherever your customers interact with your people and systems.

Every detail of the encounter sends a message to the customer.
Phone calls, emails, live chat, even Web sites speak to customers.
What’s the message you’re sending?
Does it say “we care about the customer”?
DISNEY CAST

“I recently was at Disneyland with my family and as we entered the park at opening time, we were greeted as we walked down Main Street by smiling, happy, employees waving to guests with giant Mickey Mouse hands.”

at Disney, every team member knows, studies, and understands the behaviors, mannerisms, terms, and values that are specific to his or her job function.

Every job function is measured against the core service values of the organization.
DISNEY ACTION

At Disney, team members are trained to look for combustion points.

Combustion Points are where even finely tuned, positive customer experience processes break down, creating negative customer experiences.

Where are the combustion points at your organization and within your team?

Disney focuses on using cast-guest communication, guest-flow, and service attention processes to eliminate or control these points.
IDEA #3
Customer complaints are an opportunity.
CONFRONTATION IS A BENEFIT
THE STORY

CUSTOMER COMPLAINTS
CUSTOMER COMPLAINTS AVOIDANCE

Two Types Of Complaint Avoidance

The potential complaint

Standard customer complaints
TAKE ACCOUNTABILITY

Managing vs. Avoiding

Be proactive
Demonstrate an attitude of accountability
Restore confidence

Understand Complaints Are Opportunities
7 STEP PROCESS

1. Listen intently
2. Acknowledge their dissatisfaction (empathy)
3. Summarize their complaint (demonstration)
4. Ask about personal or business (communication)
5. Define your next steps clearly
6. Take accountability and ownership
7. Follow through
Accountability Is Ownership

- It is a job requirement, based on values
- It is a commitment to success
- I understand the customer doesn’t care who is responsible
- I care personally and professionally
- I will help others grow & develop
- I will own my results
- Fix problem, not blame
RECOMMENDATIONS

1. Foundation - Define & push culture
2. Hiring – Hire character, train skills
3. Environment – Rewards or consequences
4. Accountability – Self, peer to peer
5. Invest – Develop & play favorites
6. Evaluate – Assess & raise expectations
7. Communicate – Great leaders repeat themselves
MAKE THE DIFFERENCE

“Hot fries or tasty onion rings?”
IT STARTS WITH ATTITUDE

“It’s another great day at New Horizons.”

Small things make a big difference.
TYPICAL ORGANIZATION CHART

Make sure your organizational chart does NOT look like this!
CUSTOMER SERVICE ORGANIZATION CHART
Q&A