



FEELINGS

RETAIL • SERVICE



Service Quality Institute

The Global Leader in Customer Service



FEELINGS

RETAIL • SERVICE

CUSTOMER SERVICE EXCELLENCE

This book belongs to: _____

II

“An organization must know its customers’ level of expectations for these reasons: Do less than customers expect and service is bad. Do exactly what customers expect and service is good. But do more than customers anticipate, and service is perceived as superior.”

John Tschohl, *Author*

ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE

© MMIX Service Quality Institute

No part of this publication can be reproduced, stored in a retrieval system, or transmitted in any form or by any means: electronic, mechanical, photocopying, recording, or otherwise, without the express permission of the publisher.

All rights reserved. Published 1980, revised 1989, revised 1992, revised 2009 by Service Quality Institute, 9201 E. Bloomington Freeway Minneapolis, Minnesota 55420, U.S.A.

Revised Edition/First printing

Primed in the United States of America 0987654321

Book cover and Editorial Design: Patricia Montoya Villanueva

“©iStockphoto.com/Sean Locke, Leigh Schindler, Dmitriy Shironosov”

TABLE OF CONTENTS

Part One:

The Participant Book	1
CHAPTER ONE: Why Do People Do What They Do?	3
CHAPTER TWO: Feeling Good about Yourself	15
CHAPTER THREE: Treat People With Respect	19
CHAPTER FOUR: The Quality of Your Work	23
CHAPTER FIVE: Doing More Than the Minimum	29
CHAPTER SIX: The Language of Positive Communication	37
CHAPTER SEVEN: How's Your Image	51
CHAPTER EIGHT: What Does the Customer Need?	57
CHAPTER NINE: The Art of Satisfying Customers	63
CHAPTER TEN: Quality Service to Others	69
CHAPTER ELEVEN: Handling Complaints	77
CHAPTER TWELVE: And in Conclusion	85

Part Two:

Group Discussion Materials	91
(for use with Sessions 1-3)	
A Note to the User	92
Exercises for Session 1-3	93
Group Session Critique Form	121
Follow-Up Review	123

FEELINGS
Part One:
The Participant Book

CHAPTER 1:

WHY DO WE DO THE THINGS WE DO?

FEELINGS ARE THE KEY

What makes us tick?

How do we make decisions?

What do you consider when you make a decision on the spur of the moment? What do you think about when you make life-changing decisions?

It's not easy to know exactly what makes us do what we do, but we can usually be certain about how we feel.

FEELINGS INFLUENCE OUR DECISIONS

We would like to think that we make decisions - especially the important ones - based only on facts. However, most of the time, our feelings directly impact our decisions in everything from our choice of friends, our jobs, the cars we drive, and where we live.

We often back up gut decisions with investigation and comparison; but, in the end, we tend to rely on our feelings, emotions, and instincts.

Our feelings do not just effect big decisions. Feelings also influence where we choose to shop, the restaurants where we dine, the products we choose to buy, and our attitudes regarding other people.

Because feelings are essential to what we do, we need to work harder to understand them. Similarly, we must focus on how we should consider the feelings of others every time we communicate. The same concepts that apply to the way we live also affect the way we work and do business.

**QUALITY
CUSTOMER
SERVICE IS
THE GOAL**

Regardless of our specific job, we need to strive to deliver quality customer care at all times. We're all customers many times every day. When we go to the doctor, hardware store, or talk with our cable company, we expect courtesy, consideration, help, respect, and support. We expect to be treated as a valued customer.



OPPORTUNITIES TO GIVE QUALITY CUSTOMER CARE EXIST IN EVERY ORGANIZATION. CUSTOMERS APPRECIATE IT WHEN YOU CARE ABOUT THEIR NEEDS.

EACH OF US
NEEDS THE
HELP OF
OTHERS

Even in our personal lives we subconsciously select friends who treat us as valued customers. We also want our family members to be courteous, helpful, considerate, respectful, and supporting.

We constantly require the help and support of others. We experience the same level of give and take when we go into a store that we do in every personal interaction we make throughout the day.

When we get the responses we want, we feel good about an encounter. It satisfies our need for caring interaction. We feel good about the experience and strive to repeat it.

THE FEELINGS
OF OTHERS
COUNT

Even if we view our daily contacts with people on the job as routine, we need to consider the feelings of others. Their contact with us may not be routine at all. They expect to be treated like a customer.

In our working lives, we often think of those we encounter as strangers or a face in the crowd, but that doesn't have to be our perspective. Opportunities for friendship on the job are limitless because our customers want to be treated as friends.

CUSTOMERS EXPECT QUALITY

Studies have shown that customers make decisions on where to spend their money based on what an organization does (or doesn't do) to make their experience a pleasant one. Sales, advertising, products, location, and services all attract customers once. The quality of the personal relationship they experience that first time is what brings them back.

The same can be said of any personal encounter. We avoid people with whom we have negative experiences.

Have you ever been ready to buy something, but decided to walk out of a store because you couldn't get anyone to wait on you?



EMOTIONAL REACTIONS TO SERVICE ATTITUDES STRONGLY INFLUENCE BUYING DECISIONS.

Have you avoided a restaurant with great food because of slow service?

Or used an automatic checkout lane to avoid impersonal, uncaring cashiers?

Or avoided a work assignment because you didn't get along with a co-worker?

In the end, price, taste, personal service, or a deadline didn't matter.

That's how much feelings affect what we do every day.

**GOOD FEELINGS
BUILD A
WIN/WIN
RELATIONSHIP**

We do things because we feel good about doing them. Interacting with others gives us the opportunity to feel good about ourselves and others, creating a win/win encounter for everyone involved.

For example, most people hate to wait. They want to get in and out of a store as quickly as possible because they consider the experience a hassle. They feel frustrated when trying to get service.

**EACH
PERSON IS
SPECIAL**

In general, most people want help, support, consideration, and respect. We want to be treated with compassion and dignity. Our customers expect the same level of care from us. Every person we deal with, at home or on the job, is special. Why is this so important?

The most important ingredient in developing caring relationships is to treat others as special. When we do this, they will return the favor. Suddenly, we're no longer "just another employee," but someone to be remembered. Life moves along smoother, and our experiences at work and in our personal lives improve greatly. We establish win/win relationships.

**CARING
COMMUNICATION
EQUALS
QUALITY
SERVICE**

How do we make this happen? With Caring Communication such as:

- Recognition for a job well done
- A smile
- A "Thank You"

Anyone who consistently receives caring feedback feels good about themselves and the person giving it.

**UNCARING
COMMUNICATION
MAKES US FEEL
ANGRY OR
RESENTFUL**

Uncaring Communication creates the opposite reaction. Uncaring Communication generates anger and resentment.

Think about your experiences as a customer. Have you ever been ignored when you were trying to get assistance in a drugstore or electronics retailer? How did you feel? Have you ever searched for an item in a store only to have an employee tell you they've "never heard of it?"

How do you feel when you call a business and get transferred to several people without getting any real help?

It takes thirteen additional caring encounters to erase a single uncaring experience.

It benefits us to generate good feelings as often as possible. Good feelings generate quality customer care.

**CARING
RELATIONSHIPS
REALLY COUNT**

When we consistently provide quality care to others, we create caring relationships. This not only helps us, it positively affects those we deal with and our entire organization. Consistent quality care requires constant effort from each of us.



SUCCESSFULLY DEALING WITH CO-WORKERS TAKES CARING, COURTESY, QUALITY SERVICE, AND FRIENDLINESS.



Personal Goal Statement

Answer the following questions. Then, tear this sheet out and keep it with you to remind you of your goals and their relationship to the quality care you can provide to both customers and co-workers:

(This exercise, like many others following each chapter, is for your use alone - to be shared later only if you choose.)

1. List two things you'd like to learn that would make your job easier:
 - 1.
 - 2.

2. List which job-related skills you'd like to improve:
 - 1.
 - 2.

3. List one work attitude you'd like to change:

CHAPTER ONE REVIEW

Points to Remember

- We make decisions based on our feelings.
- We all need the help and support of others.
- The way we provide help and support to others influences their feelings about us.
- People need Caring Communication. The more we receive, the better we feel!
- Poor service and Uncaring Communication makes us feel unimportant and unappreciated!
- Living up to the customer care expectations of others benefits everyone.

