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# 6 STEPS FOR GREAT CUSTOMER SERVICE IN 2024

by John Tschohl



In 1979, I developed Feelings, the world's first customer service program. It was released in January 1980, and millions of people throughout the world have gone through the program.

## We have five versions of Feelings:

1. Feelings Service Retail  
(video upgraded in 2023)
2. Feelings for Professionals
3. Healthcare with Feelings  
(totally customized for healthcare)
4. Feelings Customer Care for  
Supermarkets (updated in 2023)
5. Connections for Higher Education

We share the foundational principles essential for outstanding customer service, which are noticeably absent in many organizations today. These principles are designed to elevate the customer service experience by fostering personal growth among employees, encouraging courteous interactions, emphasizing the importance of positive communication, advocating for performance and reliability, highlighting the critical nature of active listening, and underscoring the value of comprehensive job knowledge. Together, these elements form a blueprint for not just meeting but exceeding customer expectations.

### 1. Feel Good About Yourself

Most employees have personal problems. Little things become big things. The employee wants to know "What is in it for me? You want me to deliver great customer service, so what do I get out of this?" When employees Feel Good About Themselves, it reflects better customer service, teamwork, and employee morale.

### 2. Practice Habits of Courtesy

Every customer wants to be treated with respect. In 2–3 seconds, a customer can tell how much you care. It's a smile, warmth, and so many fundamental skills. NO education system anywhere in the world will teach students these skills.

### 3. Use Positive Communications

Customers can hear your tone of voice, see your body language, and view your

face and eyes. Too often we receive negative news. Every day, it seems the world is coming to an end if we watch the media. Employees need to learn the art of positive verbal and nonverbal communication. You have only seconds.

### 4. Perform

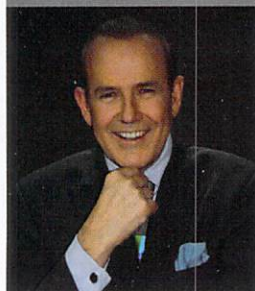
Do what we said we would do. You can be super nice, but if you do not do what you said you were going to do, you have lousy customer service. Underpromise and overdeliver. Speed is everything.

### 5. Listen

Rarely do employees listen or pay attention to what the customer wants. Employees are too busy thinking about their next date or party. When you call to make a dinner reservation, you will have

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## JOHN TSCHOHL



John Tschohl is the founder and president of the Service Quality Institute—the global leader in customer service—with operations in more than 40 countries. He is considered one of the world's foremost authorities on all aspects of customer service and has developed 17 customer service training programs, including Speed, that are used by companies throughout the world. His monthly strategic newsletter is available online at no charge. For more information on John Tschohl and the Service Quality Institute, visit [www.customer-service.com](http://www.customer-service.com). He can also be reached on Facebook, LinkedIn, and Twitter.

## 6 STEPS FOR GREAT CUSTOMER SERVICE IN 2024 *continued from page 32*

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to repeat yourself because rarely was the employee listening. I recently was trying to book an expensive trip to Africa. My travel agent was awesome, but the other three I reached out to never read or paid attention to my email requests.

***Do what we said we would do. You can be super nice, but if you do not do what you said you were going to do, you have lousy customer service. Underpromise and overdeliver. Speed is everything.***

### 6. Learn About Your Job

It is really easy to move up and make more money if you learn everything about your job and every position in your organization. Too few people know everything about where they work. You can tell in seconds if the employees know what they are doing and what their product or service really does. Do this on your own time if you really want to move up in your organization. Well-trained employees will help you achieve your sales goals. They create word-of-mouth advertising. Their performance will help bring customers back, as well as their friends. Service leaders value customers and their employees. They are willing to invest in training their entire staff. ◀

To learn more about my Feelings customer service program, visit this link to Feelings for Retail Service: <https://customer-service.com/shop/programs-for-employees/feelings-for-retail-service/>.

On all Service Quality Institute programs, there is an option for an Introductory Start-Up Special, with free shipping worldwide for the Facilitator Guide and Flash Drive for the videos and 25 participant kits.