

STRATEGIES FOR CUSTOMER SERVICE, *John Tschohl*

CUSTOMER SERVICE STRATEGY

- A Strategy that Cannot and Will not be Copied
- Building a Brand Around Service
- Building Market Share and Market Dominance

e-SERVICE

- Eat or Be Eaten
- E-Commerce Survival
- Role Models: Amazon, LL Bean, Dell

LESSONS FROM WORLD CLASS SERVICE LEADERS

- Role Models: Costco, JetBlue, General Electric
- Developing Attributes of Service Leaders: Commerce Bank, Northeast Delta Dental, Southwest Airlines
- International Role Models: Wilderness Safari, Singapore Airlines

SIX STEPS TO CRUSHING THE COMPETITION

- Understand the Service Strategy
- Eliminate Dumb Policies and Procedures
- Hire the Best People/ Learn to Love Them
- Empowerment
- Train All Employees
- Measure Results

SPEED: DO IT FAST, DO IT RIGHT AND DO IT NOW

- Creating a Speed Mindset
- Eliminating Barriers to Speed
- Keep Promises and Over Deliver



CUTTING COSTS

- Secret Strategy of Service Leaders
- Eliminating Waste and Costs
- Why Price is Critical to Building Value

CRAZY POLICIES AND PROCEDURES

- How Easy is it to do Business with your Organization?
- Dumb Policies and Procedures Cost Money and Time
- Kill a Stupid Rule

HIRE THE RIGHT PEOPLE AND LOVE THEM

- A Skill all Service Leaders Master
- Steps Necessary to Hire the Best People
- Which Works Better – Money or Recognition?
- Terminating non- Productive Employees

EMPOWERMENT – MOVING HEAVEN AND EARTH

- Why Empowerment Works
- Four Problems You Must Overcome
- Techniques Critical to Building an Empowered Work Force

UPGRADING YOUR MOST IMPORTANT ASSET - PEOPLE

- Critical Design Techniques for Effective Training
- Are Service Role Models Born or Developed
- How to Motivate Employees to Care
- Creating a Service Culture with Leading Edge Training Products

SERVICE RECOVERY

- From Hell to Heaven in 60 Seconds or Less
- Four Techniques That Work
- Inexpensive Marketing Money that Works

MEASURING RESULTS

- Why Hard Numbers are More Important than Surveys and Satisfaction Research
- Getting and Keeping the Ear of the CEO and Top Management
- Surveys – The Ultimate Question
- Double Growth/ Increase Profits 25-100% with Zero Defections