

ENGAGING SERVICE

employee and customer experience

Managing Customer Expectations

Presented by Andrew McMillan

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Customer Experience

- Product or service
- Process (how easy are you to do business with?)
- Channel (how easy are you to access?)
- Engagement (how did it feel?)



←ES→



Two Approaches

- Process (100%)
- Or.....
- Process (80%)
- Do what you think is right (20%)

Interactivity

Immediacy

Inclusivity

Imagination

Individuality

Do What You Think Is Right

Basic Rules

- Apologise!
- Don't attempt to justify failing
- Empathise – how would you feel?
- Speak with a friend to check
- A customer perceives service on their own terms
- What really matters is what the customer considers to be fair

Positive Response

Good News

What is possible . . . the way forward, something positive or constructive

Bad News

What is not possible

Good News

Sell the benefits of the best solutions
Offer other solutions . . . the next step(s) for the customer
Another positive or constructive comment

Resolution

- Outline the resolution
- Check the customer is satisfied with the proposal
- Give a timescale
- Take personal responsibility for making it happen
- Follow up if the situation changes

**First To Know....
Best To Deal With**

**How Empowered? £10, £50, £100, £1000,
limitless?**

Unrealistic Complainants

Rule 1: The customer is always right.
**Rule 2: If the customer is ever wrong,
re-read Rule 1.**

Stew Leonard, CEO Stew Leonard's

How Much Is Too Much?

**“Mistakes are inevitable.
Dissatisfied customers are not.”**

...Richard Branson

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