This is _not_ a PowerPoint.
Really.
Good vs. Great Customer Service

Good Customer Service
• Expected
• Not rewarded
• Quickly forgotten

Great Customer Service
• Noticed
• Not forgotten
• Gets repeated
• Builds trust/loyalty
Frame of mind
Put on the Smile
Smile and wave
Policy, rules, dogmatic vs.
Understanding, reason, logic

• Video clip https://youtu.be/tYUXK2Rb-PY
• Don’t dig your heels
• Put yourself in their shoes
• Many people we encounter don’t even know what questions they should ask
Not trying to win, but you want to score points
It’s not me, it’s you
The Fred Factor

• Video clips
  https://youtu.be/4GKQ9kTnSg4
  https://youtu.be/Fi02VAwyaj8
• What we do matters – to people, to communities, to the future
• Everyone can be a Fred in their job
• Internal and external customers
• How can you be a Fred
Always ask one more question