

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