

APRIL - Analysis

Some members of the team may be gifted with an innate (natural) ability for providing consistently excellent service and others may need support to achieve the same level of excellence.

No matter the level of service skills, everyone benefits from service excellence polish, so they can keep shining.

April *Analysis* will help you, help your team shine.

Practical Activity

Service Excellence Conversations with Staff

Have a Service Excellence Conversation with each employee or include some of the questions into your team meetings. *(Refer over)*

Consider including Service Excellence Conversations in your existing performance and professional development processes or use them as a stand-alone activity.

When the Managers or Leaders in a business lose interest in the team's opinions and ideas about service, it's not uncommon for the team to lose interest in providing excellent service.



Service Excellence Conversations

Regular conversations that are service excellence specific confirm to new (and existing employees) that the business has a strong and continuing service excellence focus.

For Service Excellence Conversations to be effective, **they must be regular** - either one to one or in a team setting. You may like to provide questions to employee ahead of time to allow time for them to consider their responses.

Below are suggestions only. Select what suits employees' roles and goals.

Who do you believe provides excellent service in our team and give an example of their excellence?

This question confirms that everyone in the team is always on the look out to catch someone committed to providing excellent service.

Who would you like to spend time with from our business and why?

Having the opportunity to spend time with someone from a different department or level creates team spirit and confirms that every employee in the business is there to support each other.

What do you think our team can do to improve our service to each other?

This will help you identify potential areas of improvement for the team.

What are 2 things you really enjoy about your role?

A way to gain an indication of what the employee enjoys doing, who they enjoy working with, or what they find motivational.

When do you find it difficult to provide excellent service to customers?

Allowing staff to confirm challenging areas confirms you don't expect perfection, you value honesty and you aim to support.

When during the day/week are you at your most productive?

This question allows staff to assess and share their work rhythms i.e. morning is best for creative work, afternoon is best for routine tasks, Wednesday I work alone and love that, Friday everyone seems happier and this helps me too etc. This will allow you to consider if you can structure tasks to best suit energy levels, thus increasing productivity and job satisfaction.

Where do you think our customers would like us to improve?

Although this is the employee's perception only, this question encourages them to engage their empathy and think like a customer.

Where do you think you need training and why?

Staff who identify their own hard and/or soft skill training needs are more likely to proactively seek out and willingly attend professional development opportunities.

Why do you think we have a strong focus on service excellence?

A good way to confirm that the employee understands that the business has competition and how much they value your customer service standards.

Why do you think some customers are difficult to delight?

This will give you an insight into what demands customers may be placing on employee's and if they have empathy for customers.

How can we help you, help our customers?

Simple but very effective in generating new ideas and confirming how much the business values the employees.

How can we exceed our customers' expectations?

This question reminds staff that the aim of the business is to be the best and for that to happen all staff must aim to exceed customer expectations. You may like to be more specific i.e. face to face, telephone or email expectations.

