

Face to Face Service Excellence

Aim of the Video

To give staff an understanding of what they can do to exceed customer expectations in face to face service situations. Before introducing this video, confirm to staff that it does not cover or reference specific cultural formalities such as bowing, limiting eye contact or touch. These are important aspects of providing great service and you may like to discuss this further post video.

Play the video up to the Pause

The Activity

If staff need help coming up with ideas, suggest they think about what these 3 customers might expect in the first 3 seconds of entering the business.

1. A customer who is in a hurry
2. A customer who has taken the time to come in to complain
3. A new customer who has never visited your business before

Remind the team to consider what a customer can see and hear when they first enter the business i.e. external presentation, noise levels, seating comfort.

Although we may not be able to control all aspects of a customer's on-site visit, all aspects will be adding or taking value away from the customers perception of the business. It's important for the team to control what they can as this will help overcome the uncontrollable.

Before Returning to the Video

- Write all responses on a whiteboard/butcher's paper for everyone to see.
- Ask attendees to agree on the Top 5 things they can do today and every day, that will provide face to face customers with an instant sense of value and respect.

Press PLAY

Post Video ACTION

- Record, print and display your Top 5 list so all staff can view it daily.
- Consider asking customers for feedback on the list as they may have different/better ideas.

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HANDOUT

Consider what you and your team could do to give new or existing face to face customers a positive feeling in the first 3 seconds of visiting the business.
