

Defining Service Excellence

Aim of the Video

To confirm that external customers of a business may have different levels of service expectations. Although it is difficult to please all the customers all the time, to delight the majority, staff must seek to understand individual customer expectations. This video confirms that staff who are adaptable and willing to adjust their service, will positively impact the customers perception of them and the business.

Play the video up to the Pause

The Activity

Remind staff that they are being asked to consider what **they** would deem as **excellent** service if they were a customer of the business. Emphasise the word excellent – Customer Service Professionals aim high.

If staff need help coming up with examples, suggest they think about...

- Face to Face, Telephone or Written interactions
- If they had a complaint/concern, how would they prefer to convey this information
- When they first visited or telephoned the business, what would they expect?
- A customer who has a hearing or vision impairment.

Once the lists are completed, write the examples on a whiteboard/butcher's paper.

This activity helps the team recognise that service excellence is not "one size fits all". Success comes from taking the time to consider the service expectations of your diverse customers and aiming to meet and where possible, exceed those expectations.

Before returning to the video

- Ask attendees: "**Why is it important for us to aim to provide not just OK, but excellent customer service?**"
- You may like to also write these responses for all to see.

Press PLAY

Post Video ACTION

- Identify the Top 5 items and create action plans to achieve those goals consistently.

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HANDOUT

List 3 examples of what you would consider as excellent customer service. *(Think of yourself as a customer of the business)*

1.

2.

3.