

# MARCH - Motivation

Service excellence is not an act – it is a habit and habits require motivation to be formed and maintained.

Motivating a workplace team to provide consistently excellent (not just good) service, requires everyone in the team to be clear on the service standards of the business.

March is to identify what *Motivation* the team needs

## Practical Activity

### Set/Review Customer Service Standards

Review or create customer service standards for your team. *(Refer to next page)*

Seek to identify what's working, what could be improved and what's missing and include the team in this process.

Service excellence is a team responsibility.

**Customer service standards should be shared with and adhered to by all staff, not just staff who interact directly with external customers.**



## 5 Steps to Customer Service Standards

1. **Include the team** - their input will encourage their output
2. **Standards must be concise & achievable** - or they may be ignored
3. **Put them into action** - test and refine as necessary
4. **Gain customer feedback** - they determine if your standards are excellent
5. **Review annually** - start at number 1

### Things to consider when creating/updating your standards

- ✓ **Amount matters** - too few and they can seem unimportant, too many and they can seem overwhelming – between 5 & 8 is great.
- ✓ **Think big picture** - align standards to the service goals of the business.
- ✓ **Keep it real** - practical and actionable are more likely to be upheld.

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### Below are examples of Customer Service Standards.

XYZ business aims to not only meet but exceed the service expectations of our customers. We do this by...

1. **Employing** staff who have the skills and the attitude to provide consistently excellent service - we seek to employ Customer Service Professionals.
2. **Providing** staff with regular service excellence training and actions - service excellence is never off our agenda.
3. **Encouraging** staff to put down their pens, look up from their keyboards and greet and welcome visitors to our business.
4. **Aiming** to answer all phone calls personally - we only use a message bank as back up during peak periods.
5. **Rewarding** staff for excellent service and for identifying service improvement opportunities – we aim to exceed, not just to please.
6. **Embracing** complaints - customers wouldn't tell us their concerns if they didn't think we could help or improve.
7. **Allowing** staff to share their service needs – we value their insights and seek to improve their job and personal satisfaction.
8. **Reviewing** our customer service standards regularly - in consultation with our customers.