

NOVEMBER - No Excuses

Customer Service Professionals regularly stop, reflect and assess what annoys customers and remove those annoyances fast.

A busy team can unconsciously do things that customers dislike and if not addressed, even little annoyances can be the reason customers make big decisions – like not coming back or speaking negatively about the business.

November is the month to eradicate complaint causing behaviours and develop a culture of *No Excuses*.

Practical Activity

Improvement Identification

Refer over and appoint staff to complete the Moments of Truth activity.

Review the outcomes and create action plans to achieve identified improvements. Have some fun with this one; award a prize for the best improvement idea or action.

Staff who are encouraged to identify service problems and wrap them in solutions, are staff who feel they are a valuable part of the business.



Moments of Truth

Every interaction a customer has with a business is a moment of truth for that customer. Each moment - positive, negative or neutral, contributes to a customer's overall perception of the business.

Research has shown that it can take as many as 12 positive experiences to make up for 1 negative experience.

The Moments of Truth activity (*refer to template*) not only identifies where the business can improve but encourages the team to take responsibility for the reputation and success of the business.

Step 1

Choose the areas below that are viewed/attended by your customers

- ✓ The facade and external surrounds of the business
- ✓ Reception/administration areas
- ✓ Restrooms and waiting areas
- ✓ Meeting rooms or offices
- ✓ Other (customer areas)

Step 2

Using the template (*refer over*), select staff to assess an area with the aim to maintain excellence and identify improvement opportunities.

- ✓ Encourage staff to be creative and consider ways to not only meet but exceed customers' expectations.
- ✓ Remind the team to be thorough but respectful, especially if they are allocated areas, they may not be directly responsible for or able to control.

NOTE: *It may not be possible or practical to make any or all improvement suggestions. The activity is as much about looking for ways to improve service and the customer experience, as it is to inspire employees to think like customers and maintain excellence and pride in their workplace.*

Moments of Truth Template

AREA _____ Date ____/____/____

In the eyes and ears of our customers, what is positive about this area?	What can we do to improve this area for our customers?	Actions
		WHO WHAT WHEN
		WHO WHAT WHEN
		WHO WHAT WHEN
		WHO WHAT WHEN