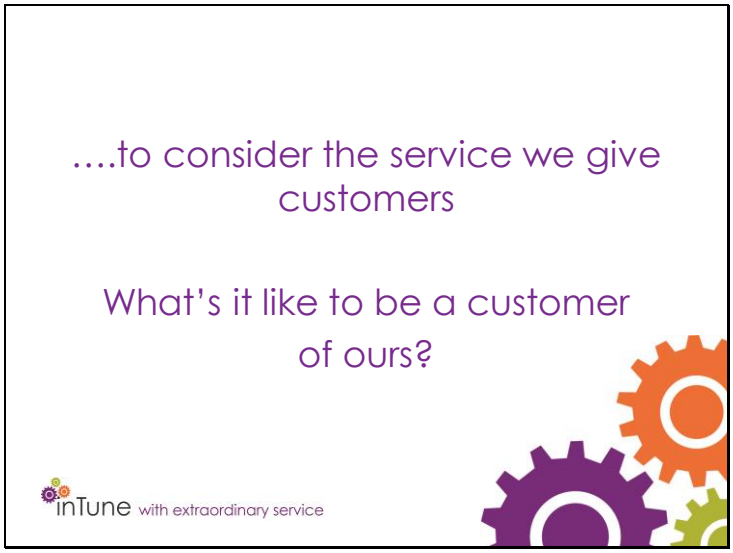
inTune with

Extraordinary Service

© Intelligent Dialogue

Slide 2

Slide 3


….to consider the service we give customers
What's it like to be a customer of ours?
inTune with extraordinary service

Slide 4

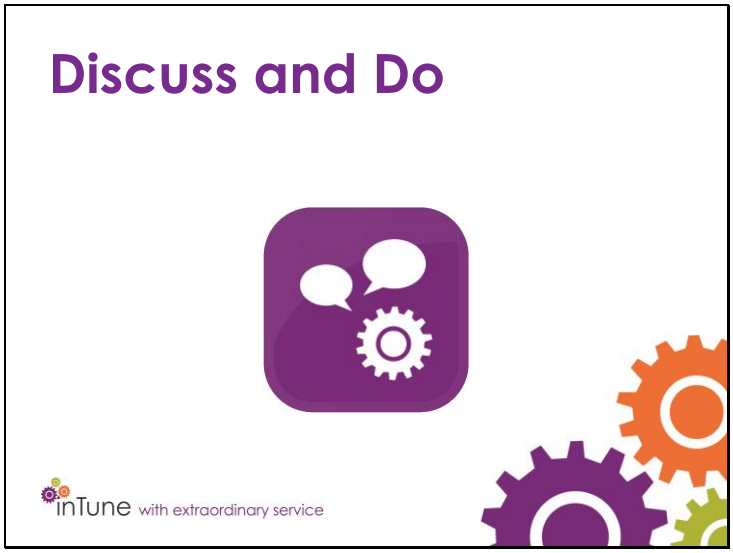
What can we each do to help our customers experience extraordinary service?
inTune with extraordinary service

Slide 5

- The level of service we deliver matters to our customers
- If our customers are happy they will return to us time and time again
- We have a choice in the level of service we give our customers
- Do we provide an ordinary or extraordinary customer experience?

inTune with extraordinary service

Slide 6



Slide 7

Bad customer service
Ordinary customer service
Extra - ordinary customer service
inTune with extraordinary service

Slide 8

- 80% of companies believe they deliver superior customer experience, only 8% of their customers agree

(Bain & Co)

inTune with extraordinary service

Slide 9

- It takes 12 positive customer experiences to make up for one negative one

(Parature)

inTune with extraordinary service

Slide 10

- 70% of buying experiences are based on how the customers feel they are being treated

(McKinsey)

inTune with extraordinary service

Slide 11

- What behaviours make the difference to our customers?
- We often remember bad customer service more than we remember good
- There are more poor customer experiences out there than great ones
- A great customer experience can give a real competitive edge

inTune with extraordinary service

Slide 12

Ordinary ..... Extraordinary
inTune with extraordinary service

Slide 13

Ordinary
Normal
Standard
What you would expect
Extraordinary
Going the extra mile…
Above and beyond people's expectations
Kindness
Making someone's day
inTune with extraordinary service

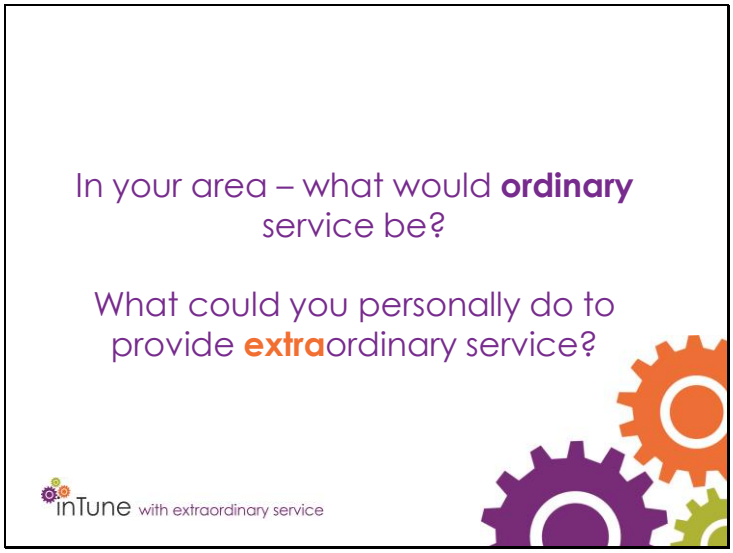
Slide 14

EXTRA

- **E**mpathy & Etiquette
- E**X**planation
  - helpful, accurate, informative and in the customer's world
- **T**one of voice
  - what you say and how you say it
- **R**esponsibility
  - taking ownership of the customer's experience
- **A**ction
  - helping a customer in the best possible way

inTune with extraordinary service

Slide 15



© Intelligent Dialogue

Slide 16

Action Plan

What action will you take from this session?

What's the extra you will give?

How do you think this will help you, your customers and your organisation?

inTune with extraordinary service

Slide 17

© Intelligent Dialogue Ltd

The purchase of this package entitles the purchasing organisation to reproduce the material in the package in unlimited quantity for training staff within its own organisation.
All other reproduction rights are reserved.

Please respect our intellectual property, it's how we make our living.

For more information visit
www.intelligentdialogue.com

inTune with extraordinary service