

Delivering World-Class Customer Service

Lessons From the Mouse

Presented at the

**2011 Georgia Governor's
Tourism Conference**

by
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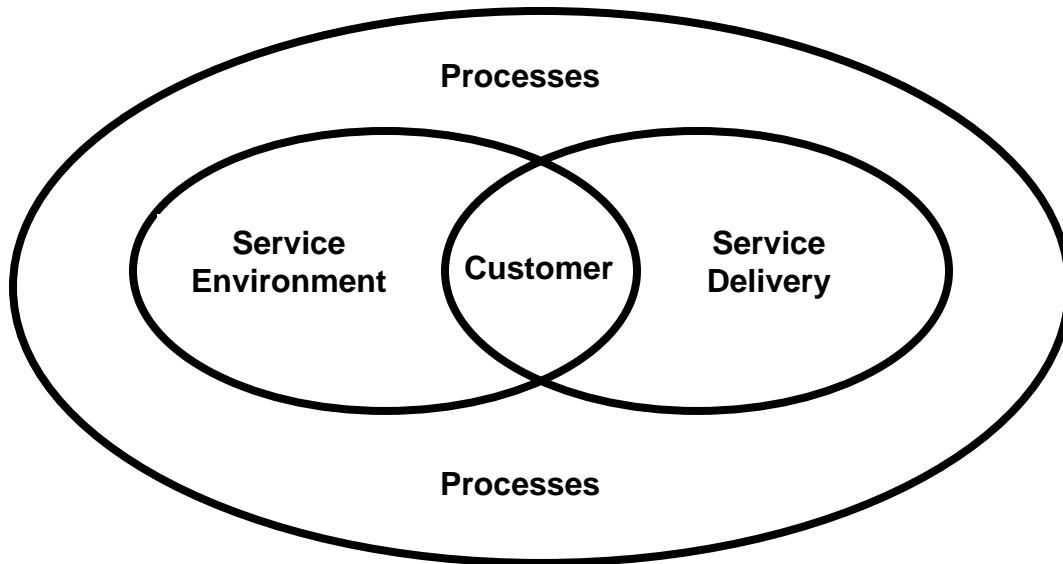
The Customer Experience

Many (most) organizations overcomplicate any initiative they undertake. Because of this over complication, these organizations tend to freeze and never finish what they start. Employees and management become frustrated by the never-ending flow of new initiatives that come and go. This is where the "flavor of the month" reputation begins to haunt any new initiative. **The key is to keep it simple!**

"Simplicity is the ultimate sophistication"

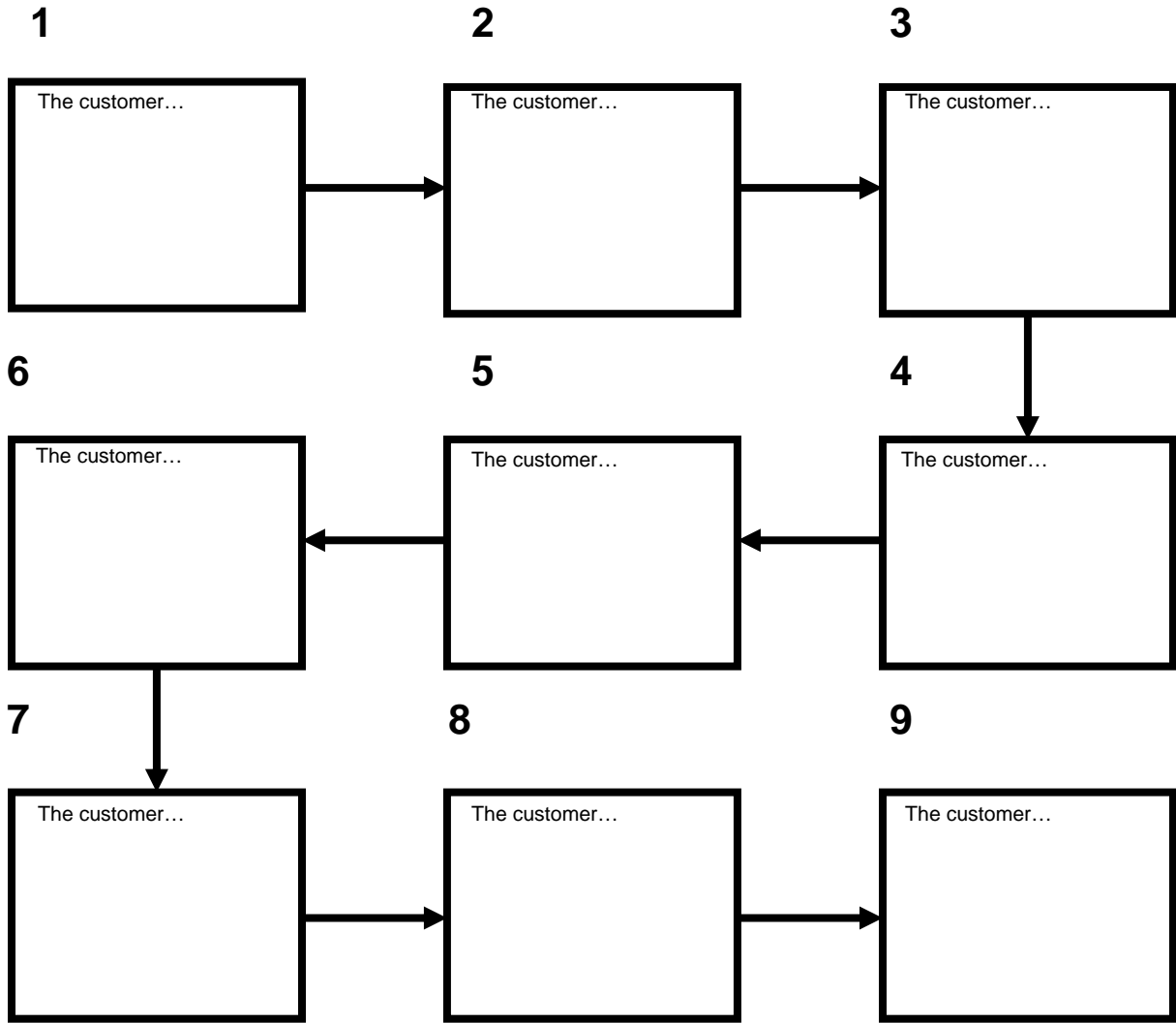
Leonardo da Vinci

The following service model is simple and straightforward. It is easily communicated to everyone in the organization and can provide a foundation or anchor for a service improvement effort.



Service Map

Process Analyzed: _____



Step 1: List process steps in each block

Step 2: Which blocks present immediate areas of opportunity? (List in Step 3)

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Step 3: For each block identified in step 2, describe what would be considered mediocre service and what would be considered excellent service.

Block Number	Mediocre Service	Excellent Service

Step 4: Choose one or two processes to work towards improving customer service and determine improvement strategies.

Everything Speaks

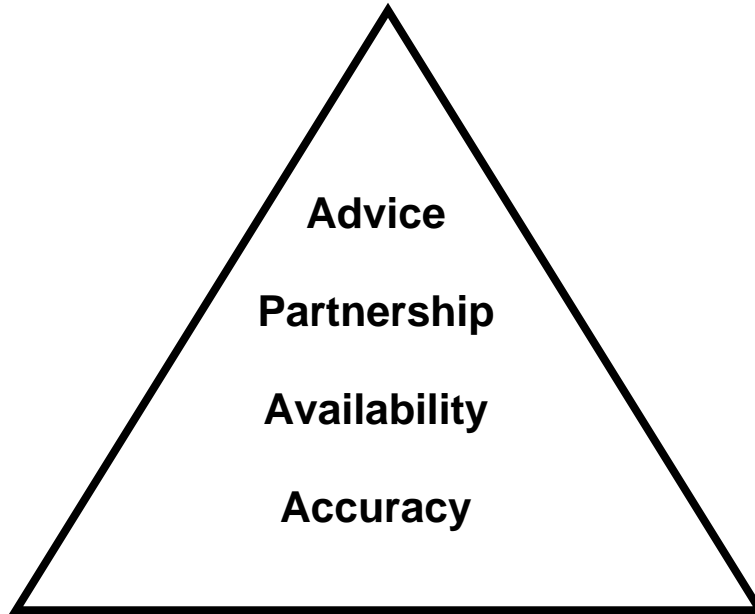
Every detail of the service experience is saying something about your organization. Everything the customer sees, hears, smells, tastes, or touches impacts the experience. Anything that is out of alignment causes a disconnect in the mind of the customer. **Everything Speaks!** They may not consciously notice every detail, but subconsciously clues to your culture are being communicated. What is your service environment saying about your organization?



Be sure to include physical and "attitudinal" elements.

Everything Speaks Distracter	Everything Speaks Commitment

Customer Expectations



Adapted from Gallup Research

	Service Behaviors
Accuracy	
Availability	
Partnership	
Advice	

Continuous Service Improvement Meeting

1. Put employees at ease by holding meeting in distraction-free environment. Silence pagers, phones, etc.
2. State the purpose of the discussion: To identify obstacles that are in the way of delivering exceptional customer service.
3. Re-emphasize that continuous improvement is not directed at blaming people, but at improving processes.
4. Establish a cooperative environment at the meeting, following the rules for successful brainstorming.
5. Decide on a customer process on which to focus.
 - Ask, "What operational barriers impede our ability to provide exceptional service every time with this process?"
 - Set allotted time for brainstorming.
 - Record all obstacles on flipchart or worksheet.
 - Encourage all participation, not permitting critical comments.
6. After discussion, select one or two obstacles that are a major source of customer complaints and frustration.
7. Generate as many potential solutions to the obstacle as possible. Often, the solution will be generated on the spot. The key is to keep an open mind and build on ideas. While not every solution presented will be feasible, it's important to respect the contribution.
8. For those solutions that will require time and study to implement, discuss and agree on who will be responsible to work on a solution and others who need to be involved. The more involvement from the team, the greater the resulting buy-in.
9. Set a date to report back on status of obstacle and solution.

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Just Released

Unleashing Excellence *The Complete Guide to Ultimate Customer Service* 2nd Edition

By Dennis Snow and Teri Yanovitch

Originally published in 2003, this quintessential how-to guide has now been expanded and extensively updated to include the latest tools, best practices, and invaluable lessons learned from companies that have actually applied the authors' comprehensive system for building a first-rate customer service culture from the ground up!

Filled with vital information, this second edition of *Unleashing Excellence* literally walks you through every aspect of the nine leadership actions required to compete in a global marketplace where products and services are becoming increasingly commoditized and the Internet provides dissatisfied customers with a powerful forum.

Nothing is left out of **Unleashing Excellence: *The Complete Guide to Ultimate Customer Service***. If you've been searching for a blueprint for building a customer service program, you'll find it here. The book's chapters include:

- The "DNA" of Service Excellence
- Creating a Service Improvement Team
- Developing Your Service "Non-negotiables"
- Communicating the Service Strategy to Your Team
- Service Training and Education
- Interviewing For Service Excellence
- Developing Effective Service Measurements
- Recognition and Reward Systems
- Implementing a Service Obstacle System
- Building a Culture of Accountability

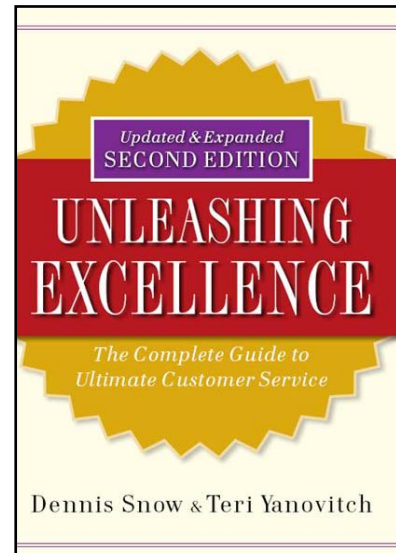
Praise for Unleashing Excellence:

"Customer service is key to the success of any company. I recommend Unleashing Excellence to any company needing a 'how to' and 'can do' manual to implement service excellence in their organization." —**Richard A. Nunis, Retired Chairman, Walt Disney Parks & Resorts**

"If your organization is not fully committed to service excellence, don't read this book. If you are fully committed, then you **MUST** read this book. It provides all the nuts and bolts of how to create and sustain a service culture." —**Pamela Paulk, Vice President, Human Resources Johns Hopkins Health System**

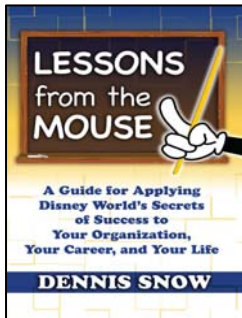
"In the restaurant business, achieving and maintaining excellent customer service is of paramount importance. Unleashing Excellence is a must read that would benefit any industry. It gives step by step guidelines that can be implemented with ease and invaluable insights that will help encourage your customers to keep coming back for more instead of leaving before the first bite." —**Fred DeLuca, President and Co-Founder Subway Restaurants**

Available now in bookstores or at Amazon.com, BarnesandNoble.com, and Borders.com



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Available at online bookstores or www.snowassociates.com



Lessons From the Mouse *A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life*

What can a mouse teach you? When that mouse has been delighting and entertaining hundreds of millions of people for decades, it turns out there is plenty to learn! Dennis Snow's book, **Lessons From the Mouse** provides ten no-nonsense, practical principles that anyone, anywhere can apply. He entertains while he educates with chapters like "What Time is the 3:00 Parade? Is Not a Stupid Question."

The mouse is very candid here – no Disney pixie dust blinds the reader. Backstage snafus, onstage errors, and occasional chaos emerge in all their drama, humor, or irony. At its heart, though, **Lessons From the Mouse** presents ten lessons that guide readers in applying excellence in their own organizations, careers, and lives. The ten lessons include:

- Never Let Backstage Come Onstage
- What Time is the 3:00 Parade? Is Not a Stupid Question
- Little Wows Add Up
- Have Fun With the Job – No Matter How Miserable You Feel
- Don't Be a Customer Service Robot
- Pay Attention to the Details – Everything Speaks
- Never, Ever Say, "That's Not My Job" – Don't Even Think It!
- Everyone Has a Customer
- Figure Out What Ticks Off Your Customers – And Do Something About It
- Take Responsibility for Your Own Career

Available at www.snowassociates.com

Creating a Culture of Service Excellence (DVD)

Dennis's customer service presentation is now available on DVD. This informative 45-minute DVD covers topics like:

- Looking at your organization through the "lens of the customer."
- Paying attention to the details because "everything speaks."
- Delighting your customers by creating "little wows."

Featuring a keynote speech presented before a live audience, the DVD includes the service principles and stories that bring the principles to life. The content is designed to be entertaining, informative and practical. Use this DVD to:

- Provide content for in-house training programs.
- Introduce new employees to the service standards they are expected to demonstrate.
- Revitalize a company's focus on customer service.
- Re-familiarize employees with the key drivers of a service-driven organization

