

SOLVING THE GOVERNMENT CUSTOMER SERVICE PUZZLE

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WHAT DO YOU THINK OF WHEN I SAY DMV?

- ✿ What is the perception?
- ✿ Why is that the perception?
- ✿ Is it that way, all over the place?



IS YOUR ENTITY HARD TO DEAL WITH?

- ✿ High Volume of customers?
- ✿ Repetitive functions?
- ✿ Limited availability of service you provide?
- ✿ Low expectations of Government personnel?
- ✿ Is this a preferred or learned behavior?



EMPLOYEE BAD ATTITUDE IS A SYMPTOM..

- ☼ Bad attitude comes from unresolved problems
- ☼ Resolve problems, resolve attitude
- ☼ Leadership must require good service



10 WAYS TO INCREASE CUSTOMER SERVICE

- ☼ Have fun
- ☼ Make Customer service a requirement
- ☼ Include Customer Service as part of employee evaluation
- ☼ Add personal aspect to service. (Anonymity creates rudeness)



10 WAYS TO INCREASE CUSTOMER SERVICE CONT..

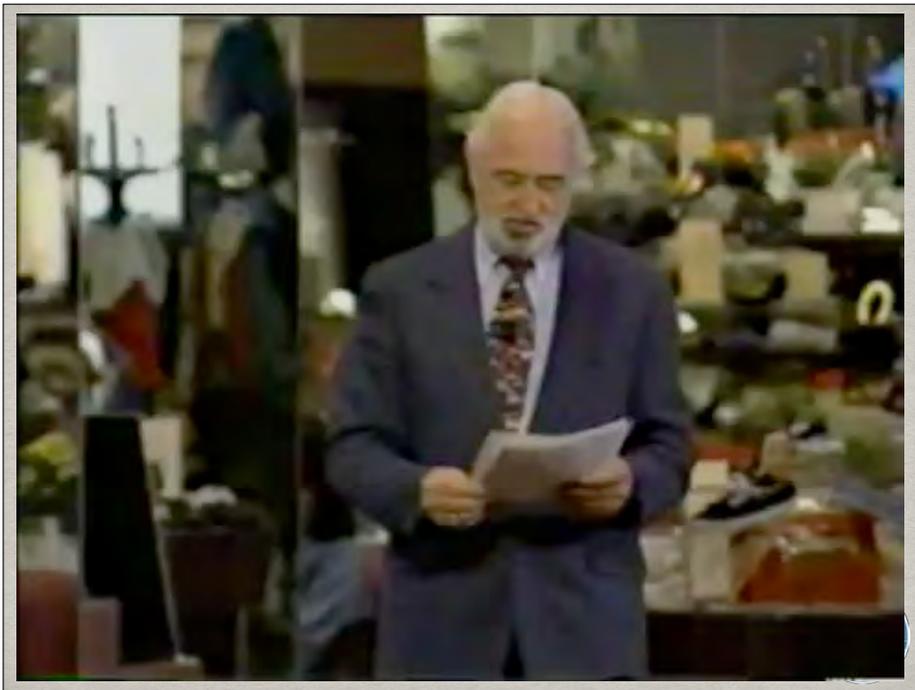
- ☼ Leadership must buy into caring, "Part of the job"
- ☼ Customer Service is measured by the level of personal care given TO the Customer
- ☼ The Job has to be more than just a pay check, Look for it. It's there.



10 WAYS TO INCREASE CUSTOMER SERVICE CONT..

- ☼ Individuals who speak to you, deserve to be served individually
- ☼ Leadership Must lead
- ☼ Focus on Customer Service, Again





WHAT IS A PICKLE?



- ✿ A minor item that is meaningful to the Customer
- ✿ Help with a task
- ✿ Use of a tool
- ✿ An ear



WHAT ARE THE BARRIERS TO GIVING AWAY THE PICKLE?

- ✿ I don't know if I am authorized to do that?
- ✿ You made your bed, now lie in it!
- ✿ I'm not in the mood



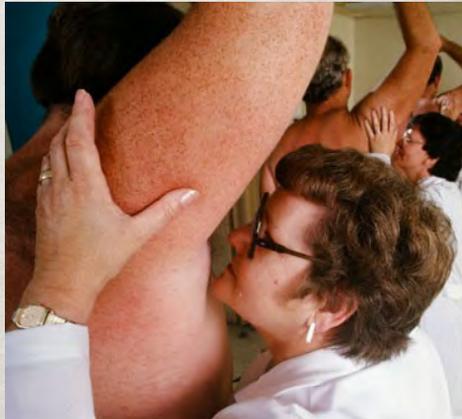
HOW DO I TAKE OUT THE BARRIER?

- ✿ Learn what you are authorized to do.
- ✿ Tell employees what they can do
- ✿ Come to work in a good mood



EARMARKS OF POOR SERVICE?

- ✿ Uncertain who is in charge
- ✿ Responsible for too much
- ✿ Bureaucracy (procedures, Red tape)



HIGH PERFORMANCE

- ✿ Apple
- ✿ GE
- ✿ Toyota
- ✿ Hilton Hotel
- ✿ UPS
- ✿ Starbucks



PERCEPTION VS. REALITY

- ✿ Consistent, less exceptions
- ✿ Treat customer with respect
- ✿ Hustle through extra mile



GOVERNMENT CUSTOMERS?

- ✿ Helpful to use the word Customer to avoid cold bureaucratic responses
- ✿ Is the Customer always right?
- ✿ In Government does the customer always want to be regulated?



ADMIT THE CUSTOMER IS NOT ALWAYS RIGHT

- ☼ Customers have the right to expect;
- ☼ Respect
- ☼ Not yelled at
- ☼ Will be listened to, but not always obeyed
- ☼ Provided with appropriate information and explanations
- ☼ Help, even if they don't get what they want



WHAT IS THE GOAL?

- ☼ With products and service, provide the item
- ☼ With regulation or law, help offer solutions to allow the customer to comply with the law.
- ☼ Treat both as customers rather than adversaries that we control or manipulate



CONFLICT IS SOMETIMES A RESULT OF INEFFECTIVE LANGUAGE?

- ☼ Best method is to change communication and language so what you say is perceived as more cooperative and less confrontational



SAMPLE SAYINGS

- ✿ I'd be happy to
- ✿ I'm on my way
- ✿ Thanks for bringing this issue to my attention
- ✿ If you have additional questions, please contact me
- ✿ We appreciate your business
- ✿ Thank you for taking time to voice your concerns.



BODY LANGUAGE

- ✿ Brief eye contact
- ✿ Smiling
- ✿ Nodding affirmatively
- ✿ Expressive body gestures
- ✿ Open body stance
- ✿ Active listening
- ✿ Allow other time to speak
- ✿ Clean speech and appearance



BODY LANGUAGE TO AVOID

- ✿ Yawning
- ✿ Frowning
- ✿ Ignoring the person by attending to other matters
- ✿ Leaning away while they speak
- ✿ Blank stare or looking coolly
- ✿ Interrupting
- ✿ Pointing finger or object at person
- ✿ Aggressive stance
- ✿ Arm folding
- ✿ Unkempt appearance/work area



CUSTOMER SERVICE KEYS

- ✿ Answer your phone
- ✿ Do not promise what you cannot deliver
- ✿ Listen to your customer
- ✿ Deal with complaints
- ✿ Be respectful/ helpful
- ✿ Take the extra step
- ✿ Call for help
- ✿ "Give them the Pickle"



THE TEN COMMANDMENTS OF CUSTOMER SERVICE

- ✿ Know who is boss
- ✿ Be a good Listener
- ✿ Identify and anticipate needs
- ✿ Make Customers feel important and appreciated
- ✿ Help Customers understand your systems



10 COMMANDMENTS CONTINUED

- ✿ Always do what you say you will do
- ✿ Know how to apologize
- ✿ Give more than what is expected
- ✿ Encourage suggestions
- ✿ Treat employees well



COMMENTS?

