



BEYOND CUSTOMER SERVICE

FLEET ASSIST TEAM
NORFOLK VA



LESSON OBJECTIVES

- The importance of customer service
- Reasons for poor service
- Taking care of business uses the C.A.R.E. principle.
- Attitude, motivation and teamwork open discussion

The importance of customer service

- Can you recall the last time you had received poor customer service? Either at a restaurant or a retail store? If so.
- Discuss the situation write on space below.
- _____

- Greet all customers and make them feel comfortable.
- Respect cultural and other personal differences
- Evaluate how your customers want to be served.
- Adjust your approach to match your customers needs.
- Thank your customers for their business

Reasons for poor customer service

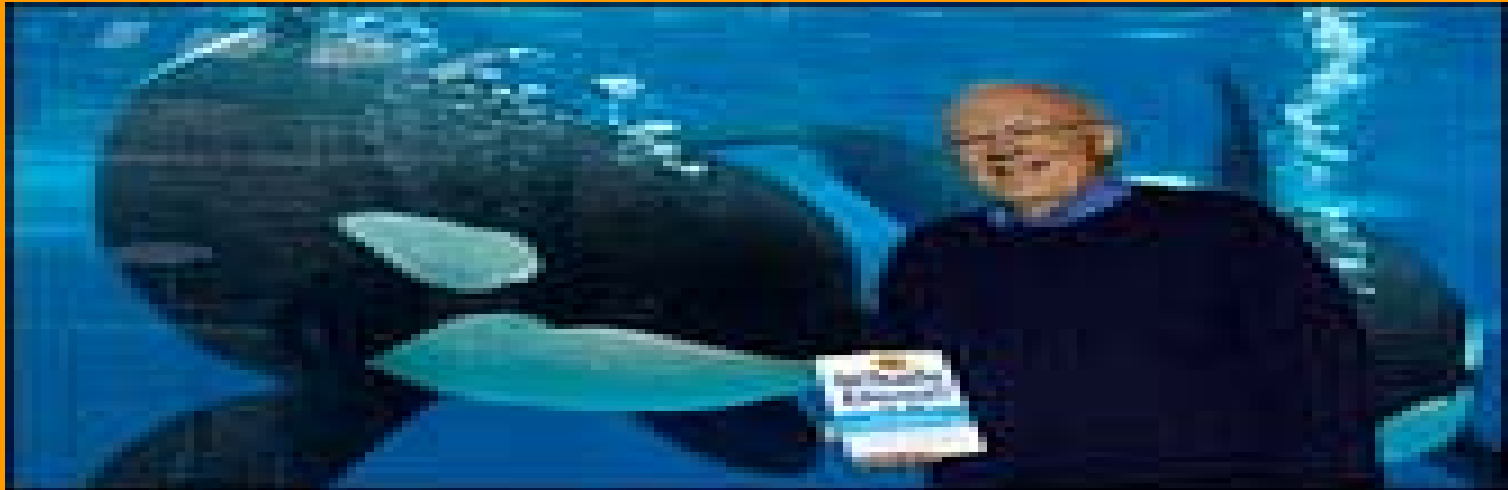
- Attitude
- Behavior
- Lack of Motivation

Care Principle

- Connected: Meet customers where they are. Treat them like you would like to be treated.
- Attentive: Give every customer your full attention.
- Responsible: Never take things personally. & Follow through
- Enthusiastic: Treat every customer as if they were your only customer

WHALE DONE!!!

- Compliment your people on a job well done!! This will definitely improve customer service.



WHO SAYS WE CAN'T DO IT!!!!

- When it looks like it can't be done. Try and Try again!!!



LEADERSHIP IS AN ART OF POSSIBILITY

- MOTIVATION AND ENCOURAGEMENT ARE PARAMOUNT IN PROVIDING GREAT CUSTOMER SERVICE!!!!!!



KEEPING 'EM

- SERVICE WITH A SMILE WILL MAKE YOUR OPERATION RUN SMOOTH!!!!!!