



Customer service  
**AARFP Conference 2017**



# A bit of feedback

- ▶ What are customers' most common and biggest gripes about customer service? [Consumer Reports National Research Center](#) conducted a survey to find out. Consumers were asked about their experiences with customer service in the past year and what complaints they had. Here are their top answers (customers were allowed to choose multiple options):
- ▶ Can't get a person on the phone: 75 percent
- ▶ Rude or condescending salesperson: 75 percent
- ▶ Got disconnected: 74 percent
- ▶ Got disconnected and could not reach same representative: 71 percent
- ▶ Transferred to representative who can't help or is wrong: 70 percent
- ▶ Company doesn't provide customer service phone number, or makes it difficult to find: 68 percent



# A bit of feedback

- ▶ Long wait on hold: 66 percent
- ▶ Many phone steps needed: 66 percent
- ▶ Repeatedly asked for same information: 66 percent
- ▶ Proposed solution was useless: 65 percent
- ▶ Unsure whether on hold or disconnected: 62 percent
- ▶ Can't speak with a supervisor: 62 percent
- ▶ Phone menu doesn't offer needed option: 61 percent
- ▶ Voice-recognition system works poorly: 61 percent
- ▶ Salesperson is too pushy/makes sales pitch for unrelated products or service: 60 percent



# Some Customer Service Facts

- ▶ A typical business hears from 4% of it's dissatisfied customers.
- ▶ It takes **12** positive experiences to make up for one unresolved negative experience.
- ▶ News of bad customer service reaches more than **twice as many** ears as praise for a good service experience.
- ▶ It is **6-7** times more expensive to acquire a new customer than it is to keep a current one.
- ▶ According to consumers, customer service agents failed to answer their questions **50%** of the time.

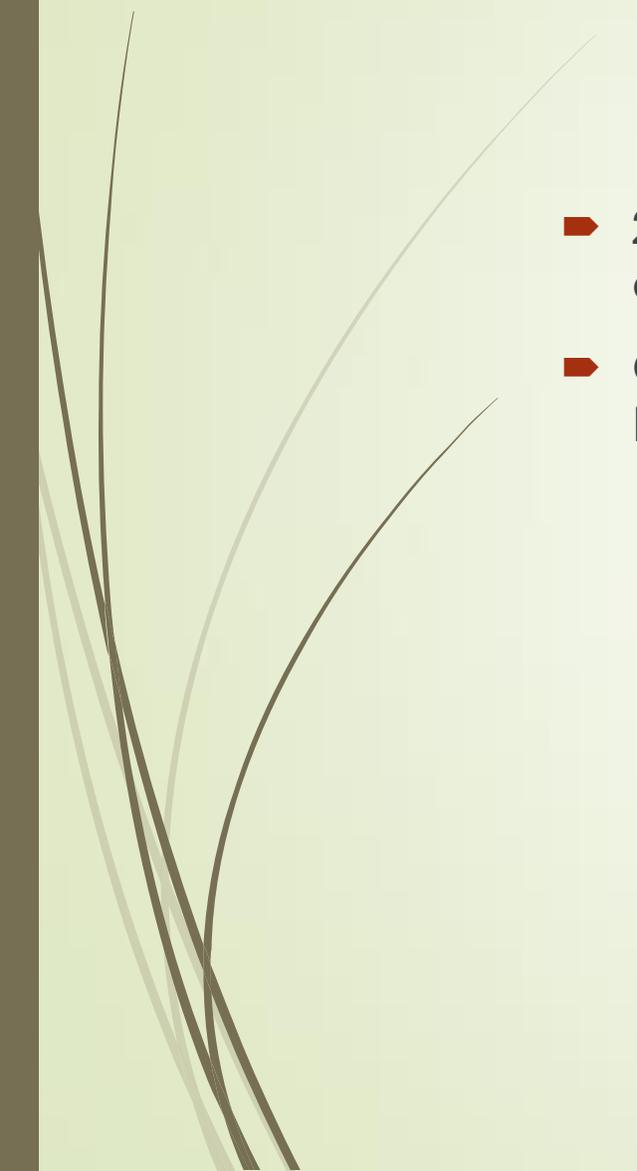


# Some Customer Service Facts

- ▶ In the last year, **67%** of customers have hung up the phone out of frustration they could not talk to a real person.
- ▶ 80% of companies say they deliver "superior" customer service
- ▶ 8% of people think these same companies deliver "superior" customer service
- ▶ **Top two reasons for customer loss:**
  - ▶ 1. Customers feel poorly treated
  - ▶ 2. Failure to solve a problem in a timely manner



# Social Media



- ▶ **24%** of adults have posted comments or reviews online about the product or services they buy.
- ▶ Over 1 million people view tweets about customer service every week. Roughly **80%** of those tweets are negative or critical in nature.



# Quotes



- ▶ When customers share their story, they're not just sharing pain points. They're actually teaching you how to make your product, service, and business better. Your customer service organization should be designed to efficiently communicate those issues." - *Kristin Smaby, "Being Human is Good Business"*



# Quotes



- ▶ Although your customers won't love you if you give bad service, your competitors will."- *Kate Zabriskie*
- ▶ Ask your customers to be part of the solution, And don't view them as part of the problem."- *Alan Weiss*
- ▶ A man without a smiling face must not open a shop."- *Chinese Proverb*



# Quotes



- ▶ The handful of companies that respond promptly and accurately to customer emails increase trust in their brand, bolster customer satisfaction, and boost sales both online and offline."- *BenchmarkPortal*
- ▶ Whatever you are, be a good one."- *Abraham Lincoln*
- ▶ Customer service shouldn't just be A department, it should be the entire company."- *Tony Hsieh, CEO of Zappos*
- ▶ Always do more than is required of you." - *George S. Patton*



# Disney's seven habits for highly effective customer service

- ▶ Be *Happy*...make eye contact and smile!
- ▶ Be like *Sneezy*...greet and welcome each and every guest. Spread the spirit of Hospitality...It's contagious!
- ▶ Don't be *Bashful*...seek out Guest contact.
- ▶ Be like *Doc*...provide immediate service recovery.
- ▶ Don't be *Grumpy*...always display appropriate body language at all times.
- ▶ Be like *Sleepy*...create DREAMS and preserve the "MAGICAL" Guest experience.
- ▶ Don't be *Dopey*...thank each and every Guest!



## Words of Wisdom

- ➔ A Bad Attitude is like a flat tire. You won't get very far until you change it.
- 



# Example 1

- ▶ You notice a patron that shows suspicious behavior around children. You are concerned.
- ▶ How would you deal with the patron?
- ▶ Who would you contact?
- ▶ How would you alert other patrons?

## Example 2

- ▶ You walk on the pool deck to find that a patron is shaving in the hot tub. You ask him to stop and he becomes angry and verbally abusive.
- ▶ How do you deal with him?



# Example 3

- ▶ You have an upset mom arriving for a birthday party on the Ice that they have booked. You check the system and they are supposed to have the ice at the time but when you go down there is another group on it that states that they had booked it last minute
- ▶ What do you do?





# Example 4

- ▶ You arrive on Monday morning and there are several messages on voice mail.
  - ▶ Some are normal operational one but some are complaints from the weekend.
  - ▶ How do you record and deal with these?
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# Example 5

- ▶ There are a group of patrons in the indoor turf playing soccer, they are in the middle of the game, they have long shirts on and you are unable to see that they have wristbands. When you approach them to check they start to get upset and agitated.
- ▶ How do you deal with him





# Example 6

- ▶ An upset parent comes up to the desk, stating they were registered for a program that was cancelled and they did not receive a phone call about. They start swearing, and becoming agitated.
- ▶ how do you address this?

# Example 7

- ▶ A family comes up to the desk, demanding a refund, and upset that the leisure side of the pool was down.
- ▶ How do you handle this situation?



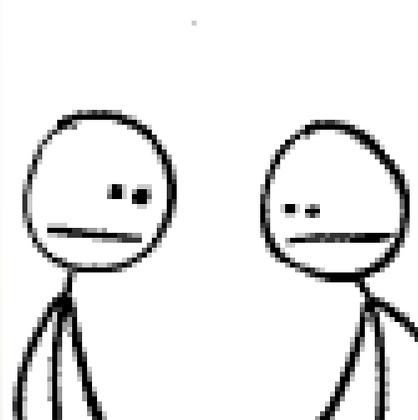
# Example 8

- ▶ You notice a patron in the gym is using the equipment in an unsafe manner. She is also not wiping down equipment after use and is jumping in to equipment in front of others.
- ▶ How would you handle this?



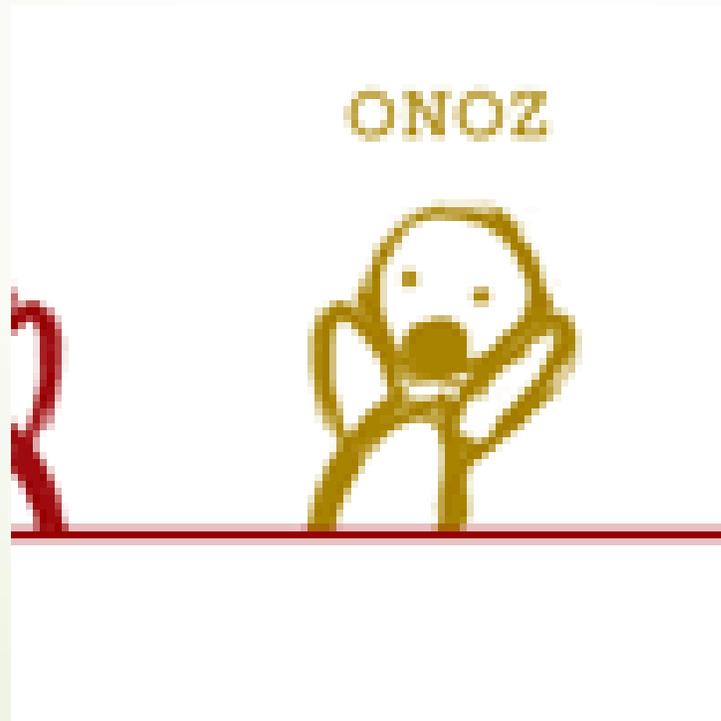
# Its Tough!!!

- ▶ Customer service is hard. There are times you get that one customer that you just can't please.
- ▶ As much as you want to you cant poke them in the eye:



# Its Tough!!

- ▶ Getting flustered will never help. You'll end up giving poor service to the next patron who had nothing to do with it.





# Its Tough!!

- ▶ With all this said there are times when you have to just realize that some folks will never be happy or agree with you.
  - ▶ Don't take it to heart. All you can do is offer solutions and manage the situation to the best of your ability.
  - ▶ There are times when you can only apologize so often and still mean it.
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# In Summary

- ▶ Handle the person first, then the problem. Let angry people vent their frustrations. This alone will go a long way toward resolving the problem. Many times people just need to let off some steam and you are their sounding board, whether you deserve to be or not.
- ▶ True customer service is the ability to take on these challenges and still treat each new patron as if they are the most important person you'll see that day.
- ▶ Security is the responsibility of all employees. We hire professionals to help out but this is our facility. Lets work together to make this a safe place for our patrons and each other.



▸ Questions?

Thank you