Are Your Employees Gambling with Your Profits or Increasing Your Revenues?

How many of you have had a poor customer service experience in the last 60 days?

Why I am Here

- Customer service and sales standards

- Why measurement

- Coaching and training

- Increasing sales

- Meet new people and share ideas

- Interactive and fun
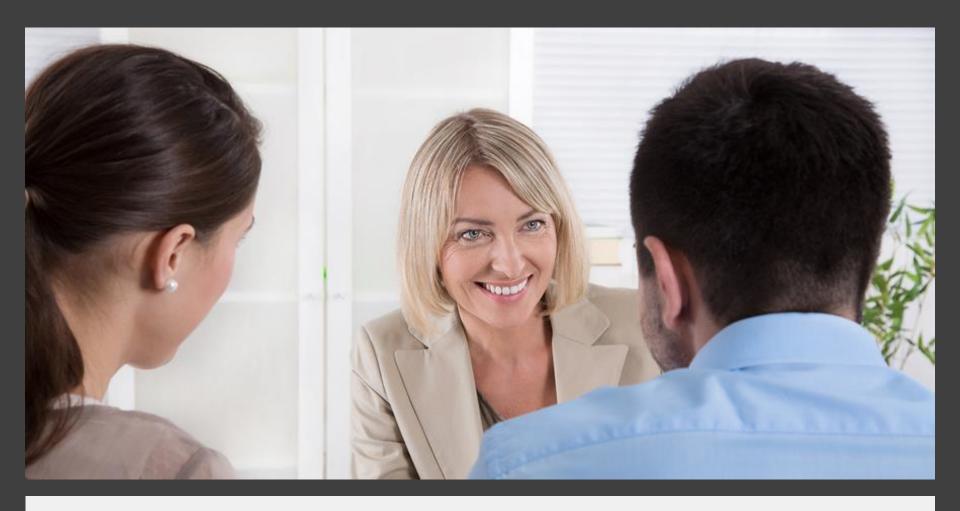
Experience in the Industry

- I started my working career as a telephone and cable TV installer

- Measure-X has specialized in providing customer service and sales training to rural utilities (telephone and power) for 25 years

- Measure-X has worked with over 300 utilities to improve customer service and increase sales
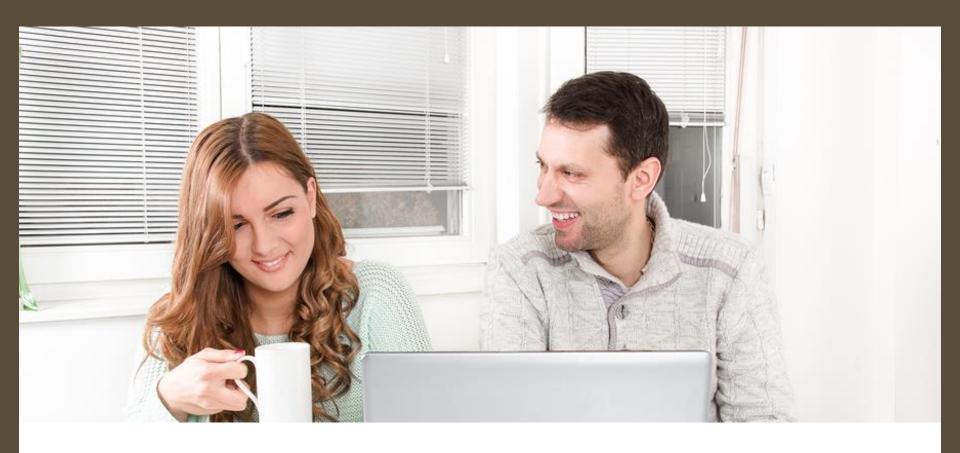
Group Discussion:

What would you expect to happen in an excellent service or sales experience when you are a customer?

Exceeding the Customer's Expectations

It's the small things that are done consistently in every contact with the customer, which tells them . . .

they are valued by the company!

Why do we need to provide every customer an excellent customer service or sales experience?

Customer Service
and
Sales Standards

Group Question:

What should happen in an excellent customer service experience?

How many of you have written customer service or sales standards for your company?

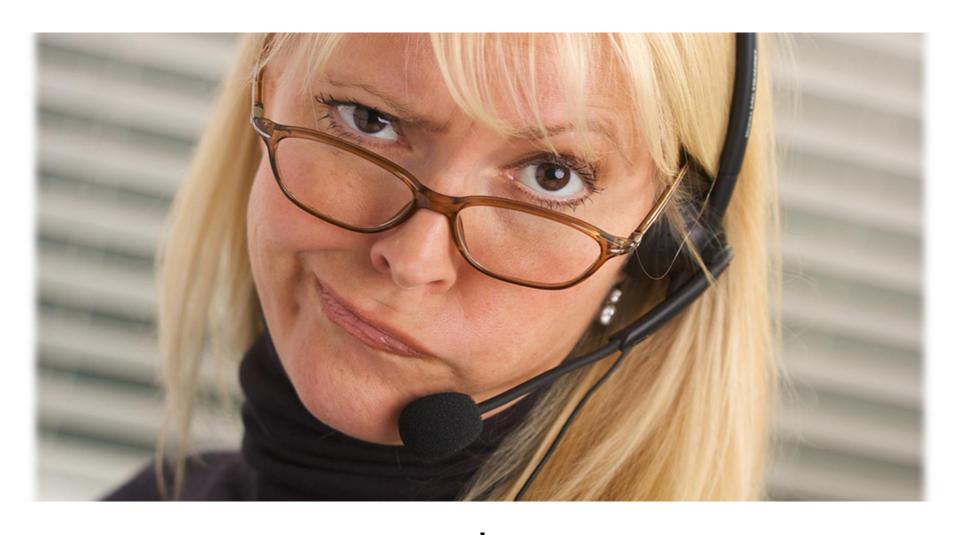# Why should a company have written customer service or sales standards?

- Service/sales experience improves when everyone is using the same standards

- Standards make it easy to coach people on skill improvement

- Standards make it easy to hold people accountable for demonstrating skills

Service and Sales standards on the colored laminate on the table

**Tools to implement
customer service
and sales standards**

Does every customer always receive an excellent service or sales experience with your company?

Ask your customers

- Monthly - call a random sampling of customers that had an experience with your company

- Phone vs. email

- Hire company or local/retired individual to make the calls

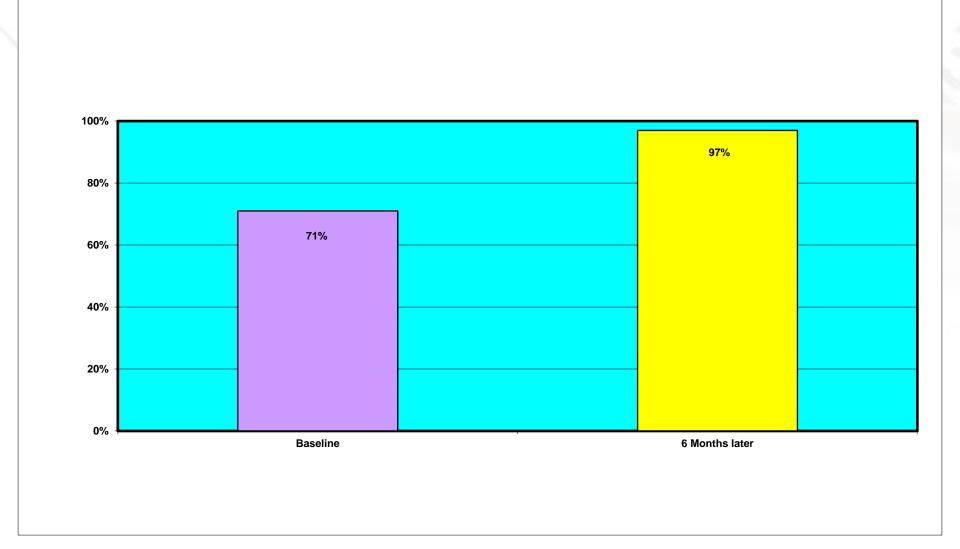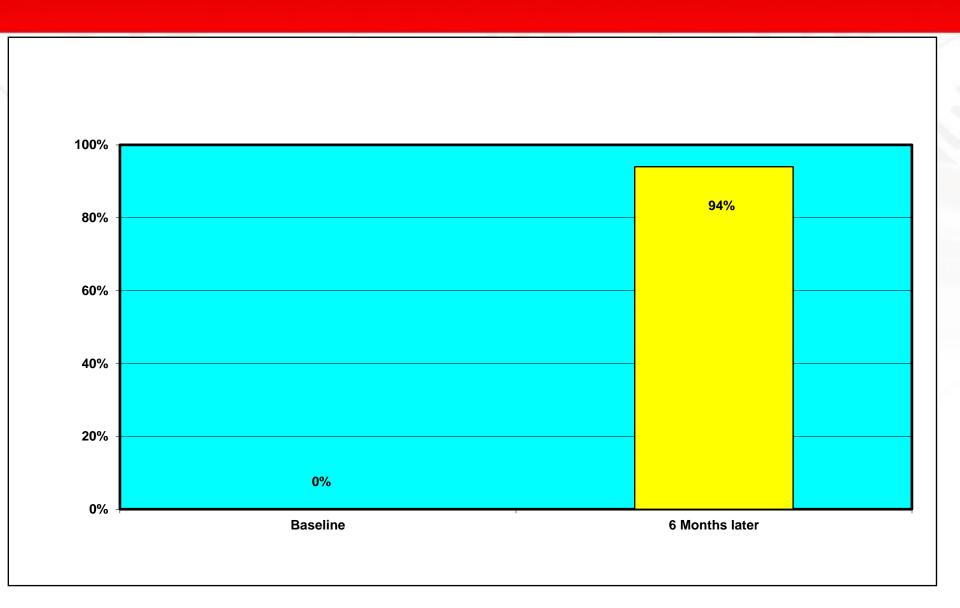- Share the results monthly with all employees . . . Why?

How many of you are using mystery shopping to measure performance at your company?

I called 13 companies in this room
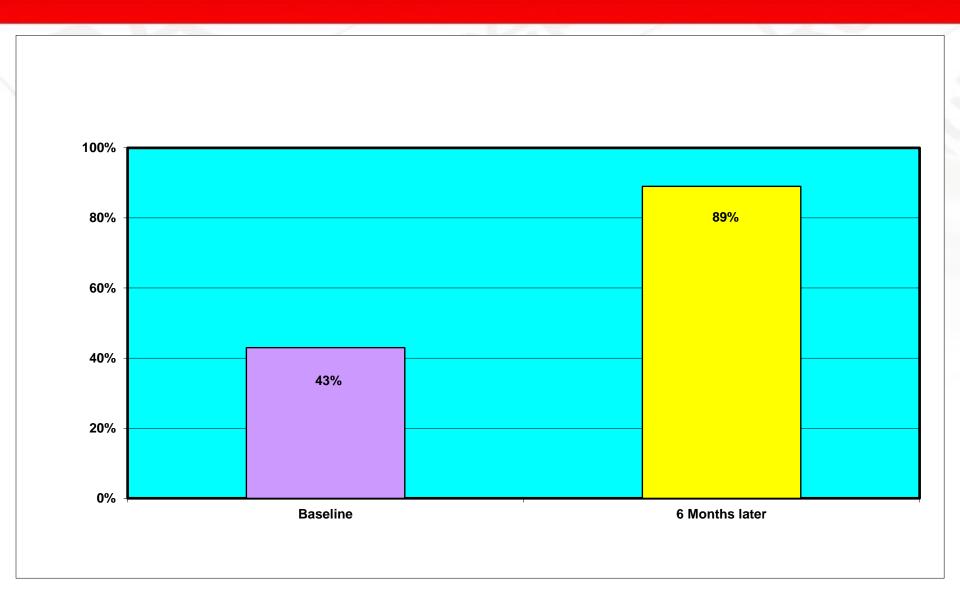
Mystery shop results from a company

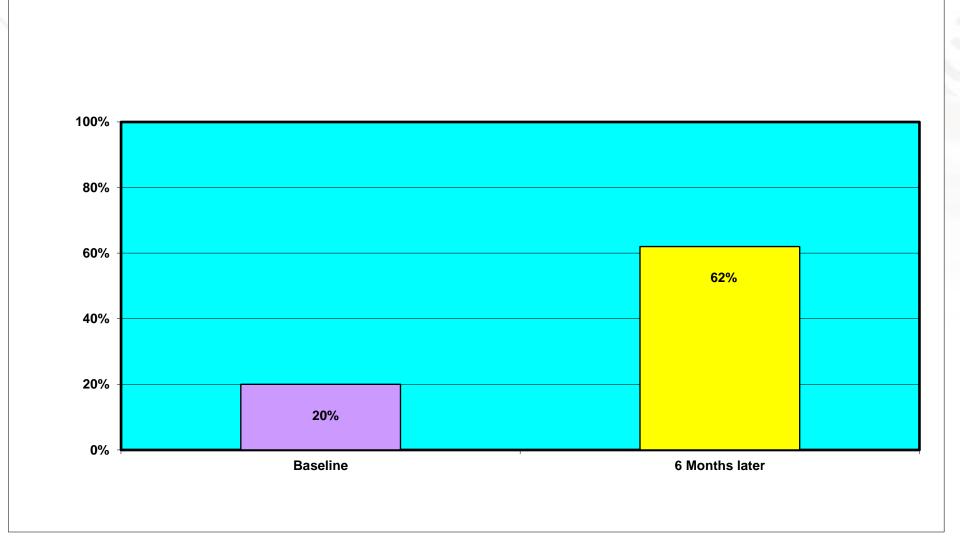# Did employee demonstrate a friendly and caring attitude?

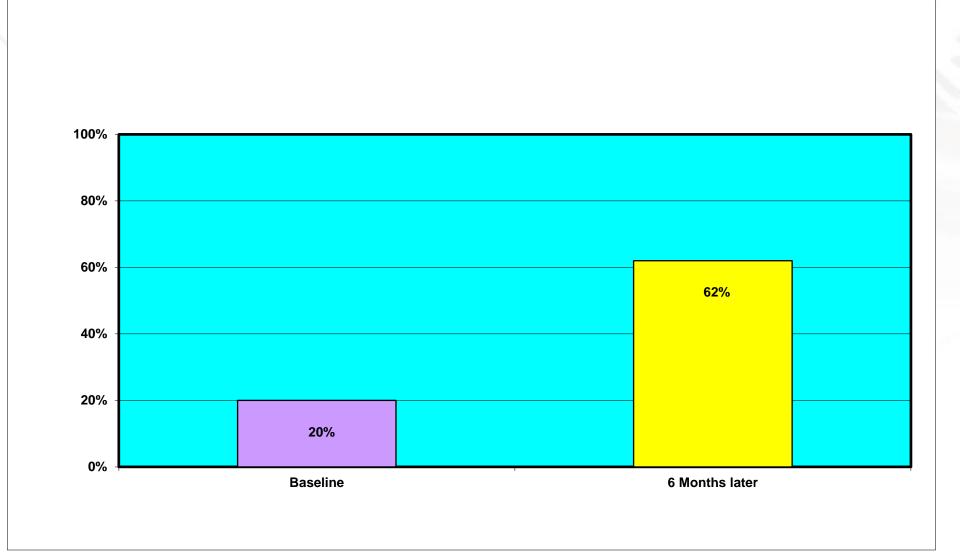# Did employee use customer's name during the conversation?

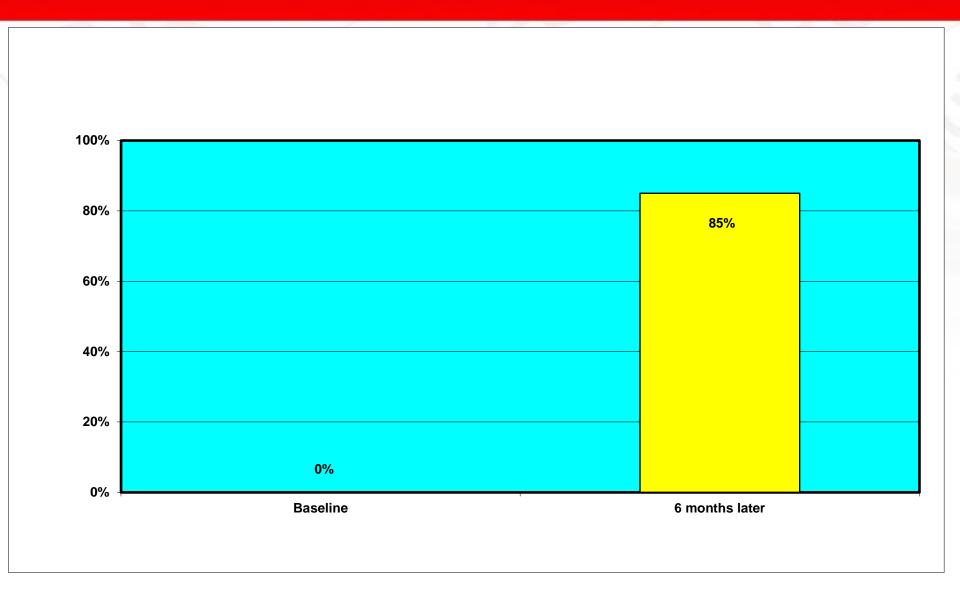# Did employee ask any questions to determine my needs?

Did employee explain the benefits of using the company?
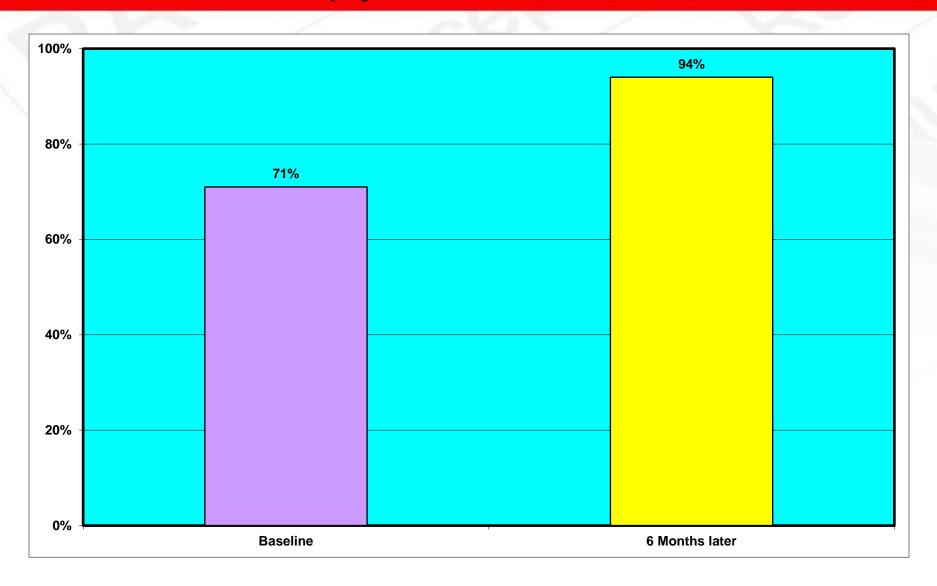
Did they mention other products/services the company offers?

Did they ask the customer if they were ready to set up service?

Would you want this person to help you in the future?

Why did results improve?

- Training on service and sales standards

- Call coaching on service and sales standards

- Ongoing mystery shopping

How many of you have call recording on your phone system?

How many of you are using call recording to coach your people monthly ?

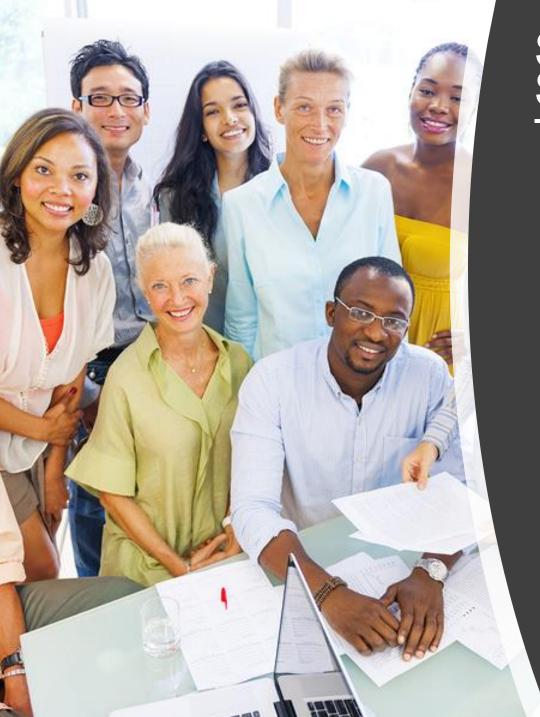- If you have call recording – use the tool!

- If you don't have recording software - make the invest in call recording

- Call recording is the best investment you can make to coach your people on customer service and sales standards

Is it easy to provide an excellent customer service or sales experience?

How many of you have invested in training in the last three years to improve the customer service or sales skills of your people?

Service and Sales Training

- In-person vs. Online

- Partner with other companies in your area

- Partner with the Association

- Minimum of once a year . . . training is not a one-time investment

Product Training

Do your CSR's know:

- Which is the best Internet plan to recommend to meet the customer's usage needs

- How to explain TV streaming to non-tech customers
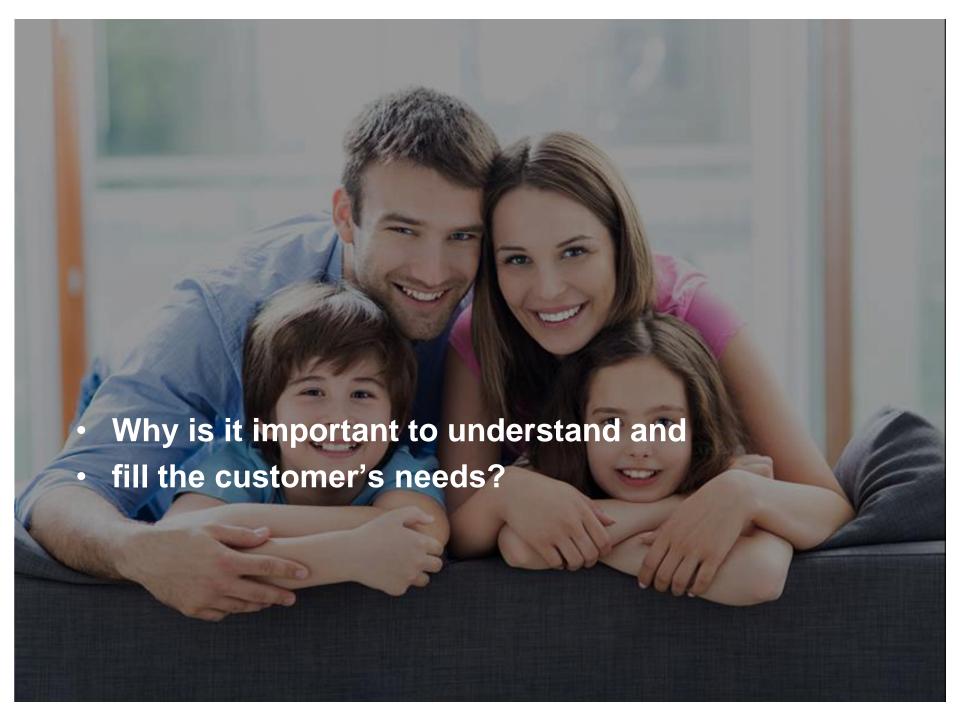
How many of you DO NOT like buying from salespeople?

Is selling important to your company?

Group Question:

What is selling?

Selling is about finding out what the customer wants and filling their need!

- **Why is it important to understand and**
- **fill the customer's needs?**

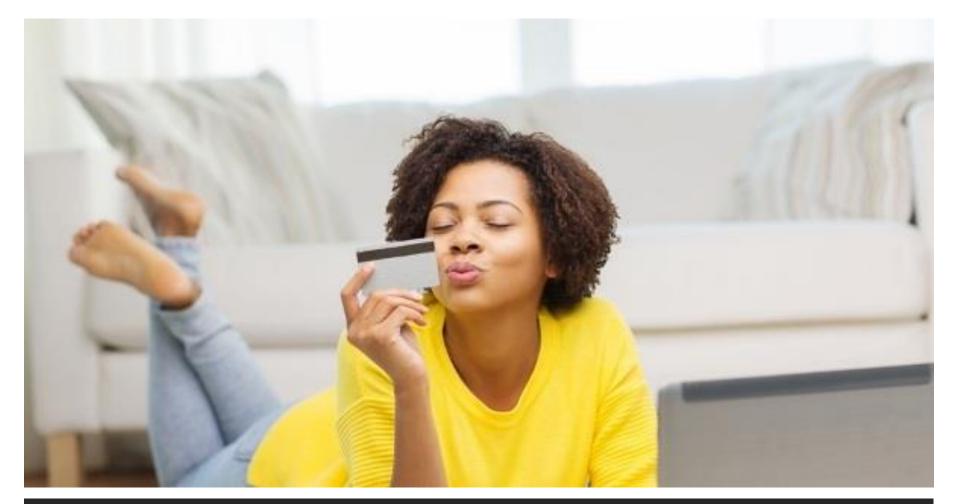# customers' needs

How do you identify need?

- The **customer** should be doing **80%** of the talking at the beginning of the conversation

- The **representative** should be doing **20%** of the talking at the beginning of the conversation

Open-ended questions get the customer talking!

Open ended questions . . .

- Obtain more than a "yes" or "no" answer from the person

- Conversation starters begin with:

  - What . . .
  - How . . .
  - When . . .
  - Where . . .
  - Why . . .
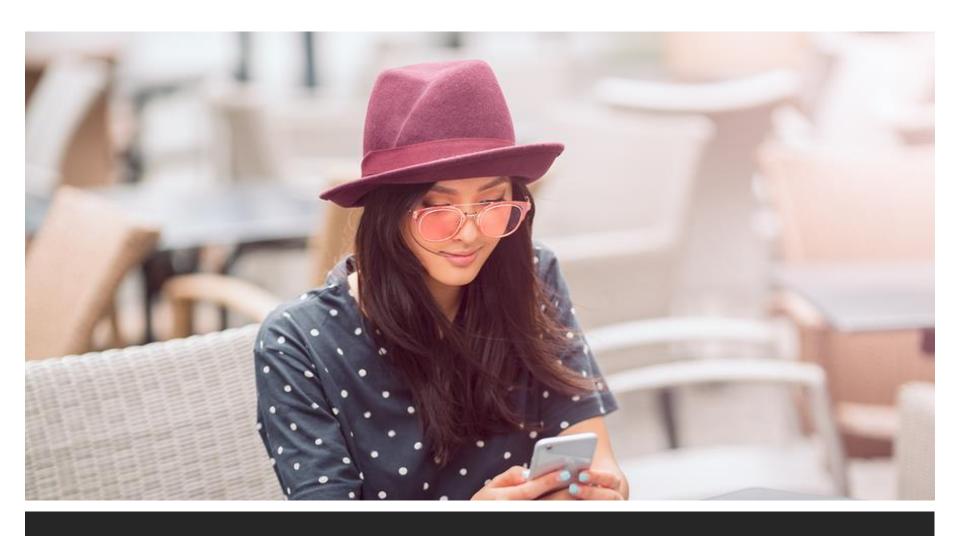 - Tell me about . . .
  - Describe . . .

Group Question:

What open-ended questions would you ask to identify the customer's need for TV or internet?
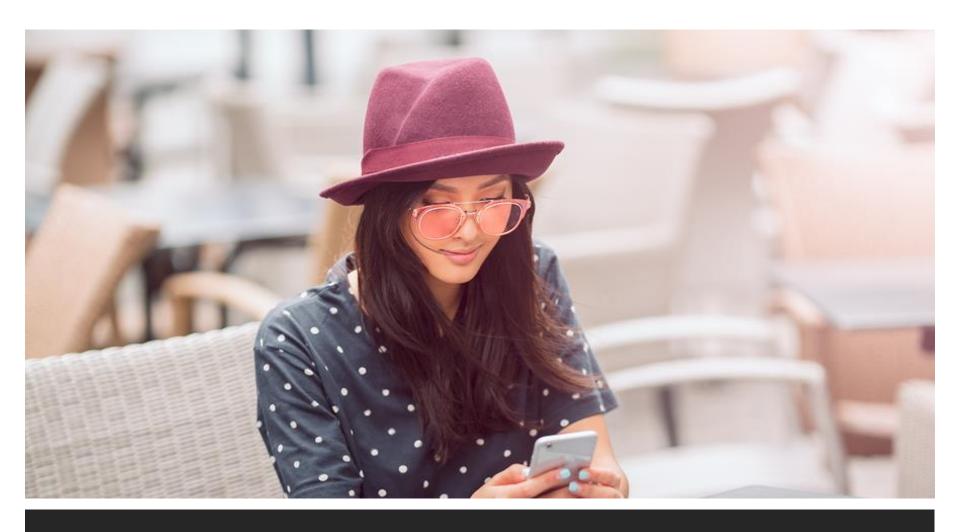
Open-ended questions identify customer needs

- How many devices do you have in your home that connect to the Internet?

- Who besides yourself will be using the internet at your home?

- Describe a typical day of internet usage for you and your family

- What plan did you have with your previous company?

- What is prompting you to change providers?

- What are your favorite channels?

- What services are you streaming?

How many of you price shop before making a decision to buy?

How many of you have competition?

Is the competition selling for less?

Phone Company	Midco
50 meg - 49.95	100 meg - 44.95
100 meg - 59.95	150 meg - 54.95
250 meg - 69.95	500 meg - 64.95
500 meg - 79.95	1 Gig - 74.95

Group Question:

What is the benefit of buying from your company?

Are your people selling the benefits of your company?

- Unlimited internet with no data caps, no overages fees, or speed reductions.

- Same day/24 hour repair service

- Fiber is more reliable, fewer troubles

Is your team selling benefit?

Do your CSR's know:

- How your services compare to the competition

- How to sell the benefits of using your company over the competition

Is Change Easy?

"Insanity is doing the same thing expecting a different result"

       Albert Einstein

Think different...

Engage Your Team in Thinking Differently!

Brain Storming Ideas

Group Brainstorm

As a group come up with ideas on:

- How can we improve the customer's service experience with CSRs, Help Desk and Technicians?

- How can we increase the sales from new and existing customers?

- How can we improve the customer service and sales skills of CSRs Help Desk and Technicians?

- How can we improve communication and cooperation between departments?

- How can we engage our company in generating new ideas and improvement in current processes?

Why does a company need goals?

How many of you have monthly sales goal for your company?

- People are motived by money

- Involve your team in creating the goal

Questions

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