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HOW ASSOCIATIONS CAN PROVIDE WORLD CLASS SERVICE

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EXECUTIVE SUMMARY

WHAT'S THE DIFFERENCE BETWEEN "PASSION" AND "DISCIPLINE?"

When you have **discipline** in what you are doing – the **end result** is the **product**.
When you have a **passion** for what you are doing – the **end-result** is the **by-product**.

You enjoy the **process** as much as the **end results!**

THE PRODUCT VS. THE PROCESS

THE PRODUCT – The commodity being delivered

THE PROCESS – The method by which the product is delivered

Reputations are built more on the *process* than by the *product*.



LEVELS OF CUSTOMER SERVICE

You expect a certain level of expectations of customer service (from the customer's perspective). Was it a *painful process* or a *pleasurable experience* or somewhere in-between?

EXPERIENCE – RESULT

Poor – Creates frustration and disappointment; will not call again and will tell others of the negative experience.

Bad – Does not meet expectations and creates a negative perception.

Good – Meets expectations of value but does not make you a “raving fan.”

Superior – An exceptional experience that will result in return visits, customer loyalty (until the next visit) and good word-of-mouth advertising.

World-Class – A truly remarkable experience that greatly exceeds expectations! Results in loyalty-beyond-reason. Will tell others of the experience and give a strong personal endorsement of value.

WHAT ACTIONS LEAD TO WORLD-CLASS SERVICE

1. **How well you listen** (clearly understand the needs of your customers)
2. **What you say** (answer their questions, provide information, guidance or direction)
3. **How you say it** (non verbal communication)
4. **What you do** (actions taken or not taken)
5. **How you do it** (are you there to please or appease)
6. **When you do it** (exceed expectations or create frustration)

“We have two ears and one mouth so we can listen twice as much as we speak”

Mark Twain



COMMUNICATION COMMUNICATION COMMUNICATION – The three most important qualities needed to provide world-class service.

Adjust your communication style to the *personality* of the person you are speaking to and the *situation* they are facing.

IT'S NOT JUST *WHAT* YOU SAY...IT'S *HOW* YOU SAY IT

COMMUNICATION IS...

55% Visual – Body language (eye contact, hand gestures, posture, etc.)

38% Voice quality – How you say it (volume, tone and inflection)

7% Words – What you say

Voice quality is 5 ½ times more important than the words you say. Body language is 8 times more important.

Source: Silent Messages by Dr. Albert Merhrabian

TO PROVIDE WORLD-CLASS SERVICE, EXCEED EXPECTATIONS BY BEING...

1. **Honest** – You cannot pick and choose when to tell the truth. **ALWAYS** tell the truth.
2. **Trustworthy** – Do others perceive that they can count on you?
3. **Pleasant** – The Golden Rule...“Treat others the way that *they* would like to be treated.”
4. **Empathetic** – *Listen* and *understand* the needs of your customer.
5. **Positive** – good attitudes are contagious, but bad attitudes are more contagious.
6. **Passionate** – Do you enjoy the *process* as much as the *end result* of your work.
7. **Professional** – The way you look, the words you say, the way you say it, the actions that you take as well as the actions that you do not take.
8. **Responsive** – Strive to exceed expectations.
9. **Competent** – How good you are at what you do; a combination of *efficiency* and *effectiveness*.



10. **Thorough** – Sweat the small stuff your customers do not have to.
11. **Resourceful** – Be someone that has the answers or knows where to go to get them.
12. **Dependable** – Be someone that does what they say they are going to do.
13. **Accountable** - Be someone that takes *ownership* for the quality of the service delivered and *responsibility* if things do not go as planned.
14. **Consistent** – Provide that same level of world-class service *day after day to customer after customer after customer*. World-class service is not a “one-time offer.”

“It takes 20 years to build a reputation and 5 minutes to lose it.”

Warren Buffet

15. **A problem solver** – Come up with solutions.

You never lose business over a problem, only the way it is handled. Handle all problems quickly and efficiently, letting the customers know in advance of them finding out on their own.

Most problems are 80% systems and 20% people, yet we tend to focus 80% of the blame on the people. When problems occur...

- Identify the problem
- Retrace the process
- Identify the breakdown
- Fix the system
- If it happens over and over again, it’s a people problem.

16. **A problem-preventor** – As Ben Franklin stated... *“an ounce of prevention is worth a pound of cure.”*

96/4 Rule – Out of 100 people that are dissatisfied with your product or service, 96 people will walk out of the door unhappy while only 4% will communicate their dissatisfaction. 90% will return if confronted while only 10% will return if nothing is ever said.



17. Be *in search of excellence* – Seek continual improvement in your personal standards of service.

“It takes a nanosecond to achieve world-class quality and a lifetime of passionate pursuit to maintain it.”

Tom Peters – Author of *In Search of Excellence*

There is nothing sweeter than *the sound of your own name*...address customers by name as often as possible.

You rarely get a second chance for a first impression.

How do you stand out from the crowd of competitors? **BE OUTSTANDING!**

SO HOW DO YOU PROVIDE WORLD-CLASS SERVICE ON THE LOCAL LEVEL?

It begins with one individual...one day...with one conversation with one customer. It continues with that same individual dealing with a second customer on another occasion. It continues as others in the organization begin creating superior customer service experiences with other customers. Pretty soon, legendary stories begin to be told and retold of those world-class experiences.

Providing world-class service begins with one individual in one organization on one day. Let that individual be you and let that day be today!