

Debunking Customer Service Myths

Customer Service Strategy

- Strategy = customer + service

Know Your Customer

- Understand the characteristics of who you're serving
- Remember: generations are generalizations

Understand Your Customer

- Empathy vs. sympathy: connecting to the customer to deeply understand them

Gen X Generation

Born 1965-1976 | Ages 48-59

Influences <ul style="list-style-type: none">• Grew up as latch-key kids and took care of themselves starting at an early age• The first generation that started not doing better financially than their parents	Core Values <ul style="list-style-type: none">• Balance• Diversity• Fun• Informality• Skeptical of government• Think globally	Attributes <ul style="list-style-type: none">• Crave independence• Flexible• High degree of brand loyalty• Loyal to manager• Results driven• Unimpressed with authority
Respect for Authority <ul style="list-style-type: none">• Skeptical and will test authority repeatedly	Keys for Working With <ul style="list-style-type: none">• Allow them to have fun• Prefer informality	Keys for Communicating With <ul style="list-style-type: none">• Blunt/direct• Use straight talk and present facts• Share information immediately and often• Avoid buzz words• Focus on results

MYTH
BUSTED

Baby Boomer Generation

Born 1946-1964 | Ages 60-78

<p>Influences</p> <ul style="list-style-type: none"> • Post-war babies who grew up to be radical in the 70's and self-made in the 80's • “American Dream” was pushed during childhood and pursued it in adulthood 	<p>Core Values</p> <ul style="list-style-type: none"> • Anti-government • Anything is possible • Equal opportunities • Involvement • Spend now, worry later • Transitioning from worth in work to worth in work/life balance • Want to “make a difference” 	<p>Attributes</p> <ul style="list-style-type: none"> • Ability to handle a crisis • Challenge authority • Multi-taskers • Rebellious against convention • Optimistic • Willing to take on responsibility
<p>Respect for Authority</p> <ul style="list-style-type: none"> • Initially skeptical • Authority = time 	<p>Keys for Working With</p> <ul style="list-style-type: none"> • Want to know their ideas matter • Silly routines are frustrating • Need to know why something matters and how it fits into the bigger picture 	<p>Keys for Communicating With</p> <ul style="list-style-type: none"> • Be diplomatic • Speak openly and directly • Answer questions thoroughly and expect to be pressed for details • Consensus is important

The Traditional (or Silent) Generation

Born 1945 and earlier | Ages 79 and over

<p>Influences</p> <ul style="list-style-type: none"> • Raised by parents who experienced the great depression • Experienced hard times as children, followed by prosperity as adults 	<p>Core Values</p> <ul style="list-style-type: none"> • Adheres to rules • Contributing to the greater good is important • Hard work • Respect for authority • Savers • Trust in government 	<p>Attributes</p> <ul style="list-style-type: none"> • Fiscally prudent • Loyal to organizations • Respectful of authority • Rules of conduct • Task oriented
<p>Respect for Authority</p> <ul style="list-style-type: none"> • Authority = tenure & seniority 	<p>Keys for Working With</p> <ul style="list-style-type: none"> • Appreciate rules, but need to know procedures • Frustrated by a lack of discipline, respect, and logic • Prefers structure to spontaneity • No news is good news 	<p>Keys for Communicating With</p> <ul style="list-style-type: none"> • Discrete, prefers to talk in a secluded space • Show respect for age and experience • Use proper grammar and manners • Use formal language • Straight to the point, don't waste time • Slow to warm up; win someone over

Myth #1

The Customer is Always Right

- Dates back to the late 1800's when little customer protection existed
- Revolutionary concept that encouraged giving priority to customer satisfaction

Myth #1-Rewritten

The Customer Always Has Rights

- Customers have the right to feel heard
- Customers have the right to resolution
- Customers have the right to enjoy your services

Myth #2

No Isn't An Option

- There is a biological response to hearing “no”
- Our brains signal the release of cortisol and initiate stress response
- During the stress response, rational thinking is gone

MYTH
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Myth #2-Rewritten

No Is A Valid Option

- Your response after no is more important than the no
- Challenge yourself to create a positive situation while saying “no”
- No can sometimes be the safest or most appropriate response

Myth #3

No Complaints Means Everything's Great

- Silence in customers can mean:
 - Customers think complaining won't solve it
 - Customers believe their issue isn't important enough
 - Customers assume staff are too difficult to talk to
 - Customers don't want to give unsolicited feedback
- For every customer complaint there are 26 other unhappy customers who have remained silent –Lee Resource.
- 96% of unhappy customers don't complain, however 91% of those will simply leave and never come back –
lFinancial Training services.

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Myth #3-Rewritten

No Complaints Means I Should Investigate

- Utilize feedback methods to understand your customer experience
 - Examine every customer touch point for potential customer dissatisfaction
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Myth #4

Customer Service Is The Same For Every Customer

Schema Theory:

We assign meaning based on our own unique combination of previous experiences

Piaget's Theory of Schemas

Myth #4-Rewritten

Every Customer Experiences Service Differently

- Communicate intentionally
 - Remember the generational lens your customers are viewing the world with
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Change Your Mindset

- Challenge your own unconscious biases
- Understand the circumstances that are not being discussed
- See the situation through the customer's lens
- Misunderstanding breeds miscommunication

In the heat of the moment, you are the person the customer trusts the most to solve their issue.