



>Welcome!

Building a Tradition of Service Excellence

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About ITSM Academy



- Accredited Education
 - ✓ ITIL Foundation
 - ✓ ITIL Foundation and Managers Bridge
 - ✓ ITIL Lifecycle, Capability and MALC
 - ✓ Certified Process Design Engineer (CPDE)
 - ✓ ISO/IEC 20000 Foundation
 - ✓ Microsoft Operations Framework (MOF) Foundation
- Practical, Value-Add Workshops
 - ✓ Apollo 13 - an ITSM Case Experience™
 - ✓ Visible Ops: The Class
 - ✓ ITIL, MOF, ISO 20K Awareness
 - ✓ And More!
- Ft. Lauderdale, Dallas, Wash DC & Phoenix - Public
- Corporate on-site Classes
- Virtual Classes
- Courseware Licensing
- Alumni Program
- PMI Global Education Provider
- Federal Government (GSA) Contractor
- Certified Woman-Owned
- Tens of thousands of learners trained since 2003
- ITSM Professional Diplomas

Welcome!

Agenda



To DO:

- About National Customer Service Week
- Creating Customer Friendly Policies
- Celebrating National Customer Service Week

Thanks for joining us today.
Please use the chat feature to send in your questions.

About National Customer Service Week

- First week in October (4th – 8th, 2010)
- Designed to
 - ✓ Raise awareness of customer service
 - ✓ Exercise the vital role it plays within an organization
 - ✓ Acknowledge the efforts of those who work in customer service

“In a thriving free enterprise system such as ours, which provides consumers with a wide range of goods and services from which to choose, the most successful businesses are those that display a strong commitment to customer satisfaction.”
~ President George Bush, October 1992

Customer Service and the Service Desk Role



- A Service Desk
 - ✓ Resolves as many incidents and service requests as possible
 - ✓ Ensures efficient use of Level 2 and 3 resources
 - ✓ Takes ownerships of all incidents and service requests
- Taking ownership involves
 - ✓ Keeping the customer informed
 - ✓ Ensuring the incident or service requests is resolved within the target timeframe
 - ✓ Verifying customer is satisfied

Creating Customer Friendly Policies

- Customer friendly policies...

- ✓ Presents positive image
- ✓ Empower analysts
- ✓ Make effective use of technology
- ✓ Demonstrate that you are listening – really listening – to your customers



Begin by understanding customer behavior.

Present a Positive Image (1)

Banish negative phrases.

- It's against our policy
- That's not my job
- That's not the way we do things
- There is nothing else I can do
- You need to look this up on our website
- We're swamped, I can't get to that until later
- What's your point
- Whoa! Slow down
- You've got to be kidding
- Well I've never heard of that before

Present a Positive Image (2)

State the positive. Consider what you say, and how you say it!

- Our policy states....
- What I can do is...
- Have you, let me, let's, (vs. you need to...)
- I understand and want to help
- This request will be completed within 48 hours
- Could you explain that again, I'm not sure I understand...
- Mr. Lee, could I ask you to slow down so that I can be sure that I am getting all of your information correctly

Present a Positive Image (3)

- Establish and practice techniques for handling difficult situations
 1. Get focused
 2. Let the customer vent
 3. Listen actively
 4. Acknowledge the customer's emotional state
 5. Restate the situation and gain agreement
 6. Begin active problem solving



Ensure analysts know when and how to engage a supervisor.

Empower Analysts



- Implement a monitoring program
- Ensure analysts perceive they are being given the opportunity to succeed
- Monitoring best practices
 - ✓ Involve the staff when designing a monitoring program
 - ✓ Define guideline
 - ✓ Provide a checklist or scorecard

Use properly, monitoring enables analysts to put themselves in the customer's shoes and objectively assess the quality of their service

Make Effective Use of Technology

- Provide alternate channels
- Formalize all channels
- Ensure all channels route customers to the best qualified analyst
- Ensure analysts have required skills
 - ✓ Writing
 - ✓ Problem-solving
 - ✓ Technical



Ensure your service desk website is current, well organized and easy to use.

Demonstrate that you are Listening

- Measure customer satisfaction
- Capture compliments and complaints
- Take Action!!



Celebrating National Customer Service Week

- Host events
 - ✓ Large or small
 - ✓ Serious or funny
 - ✓ All through the week
 - ✓ Just one day
- Provide training
 - ✓ Formal or informal
 - ✓ Focus on the soft skills
- Thank your customers, your staff, and other support groups



How you do it is up to you,
just have fun and celebrate.

“I invite all Americans to observe this week with appropriate programs and activities.” ~ President George Bush, October 1992



Questions?

ITSM Academy Affiliates

