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# DELIVERING CUSTOMER EXPECTATIONS





## Customer Expectation And Service Data

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- The first letter complaining about customer service was written by Mark Twain in 1890
- 68% of customers leave business relationships due to indifference
- Dissatisfied customers tell 8-10 people
- 70% of customers feel rage because of service problems and unmet expectations
- Customers evaluate our technical competence by our ability
- To meet their expectation

# Learning Points: Understanding Customer Expectations

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- Increase communication skills to focus on uncovering and understand customer expectations
- Identify what expected service levels are in order to keep customers happy and boost satisfaction
- Proactively resolve customer complaints through knowing expectations
- Find ways to exceed expectations and create advocates through fulfillment of expectations

# Use Every Opportunity

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ANY EPISODE IN WHICH A  
CLIENT COMES INTO  
CONTACT WITH YOU,



HOWEVER REMOTE, IS AN  
OPPORTUNITY TO LEARN  
ABOUT THE CUSTOMER'S



EXPECTATIONS AND  
NEEDS THAT WILL LEAD  
TO CUSTOMER  
SATISFACTION.

# Connections

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*“Once a human being has arrived on this earth, communication is the largest single factor determining what kinds of relationships he/she makes with others and what happens to him/her.”*

- Virginia Satir

# Righting Reflex

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- The powerful desire to fix someone else's problems instead of listening, identifying and understanding what their expectation or need is.
- Why is this counter productive?

# Response To Righting Reflex

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## Common Reactions To Righting Reflex

- Angry
- Agitated
- Oppositional
- Discounting
- Defensive
- Justifying
- Not understood
- Not heard
- Procrastinate
- Afraid
- Helpless, overwhelmed
- Ashamed
- Trapped
- Disengaged
- Not come back – Avoid
- Uncomfortable (Bill Miller)

*Unsolicited advice is the junk mail of life. (Bern Williams, Miller & Rollnick 2013)*

# Active Listening

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- Active listening is a powerful communication tool because it is hard to hear and remember verbal communication.
- The 1st expectation of a customer is that they “want to be heard”.
- What keeps us from actively listening?

*“When people talk, listen completely. Most people never listen.”*

- Ernest Hemingway





# Responses To Active Listening

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- Hopeful
- Feeling understood
- Talk more
- Liking the listener
- Open
- Accepted
- Respected
- Safe
- Outcomes accomplished
- Engaged

# Identifying Expected Service Levels

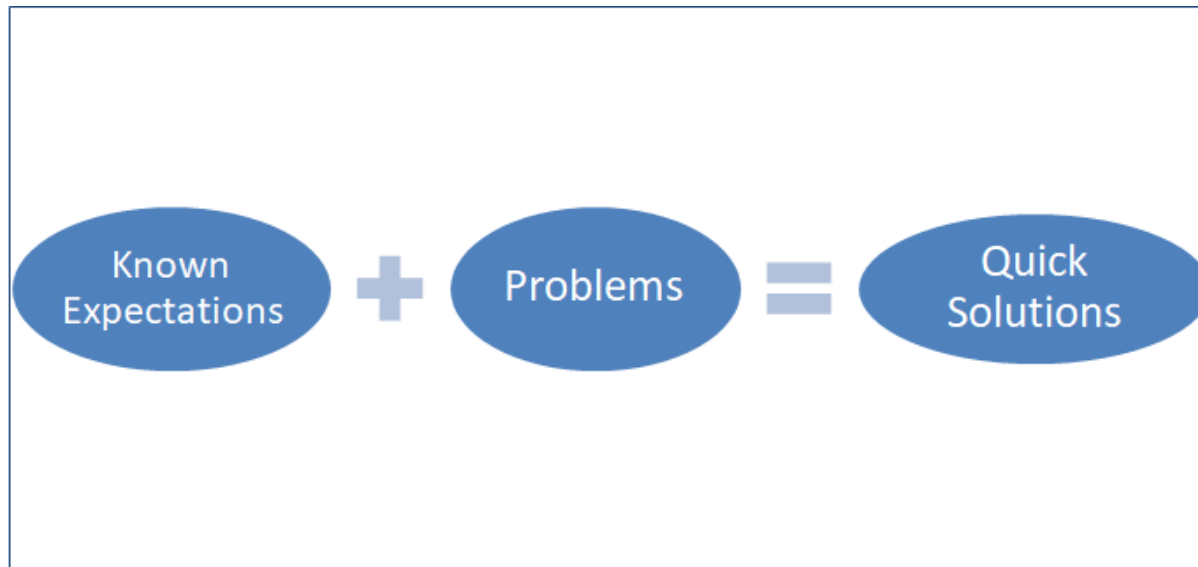
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- Engage: Greet everyone as if they are special – smile, eye contact, handshake, personal email salutation...  
Work to understand expected service level
- Be trustworthy and create an atmosphere of openness and safety
- Focus on values with open ended questions
  - Understand their business
  - Be an easy partner
  - Use Active Listening skills for accuracy of expectations (PROBE)
- Be a grateful appreciative provider of service

# Reduce Complaints Increase Profits

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*When customer expectations are known, it is easier to anticipate problems before they occur and proactively offer solutions or prevent them completely. If they do happen and expectations are known, then problems can be solved quicker and increasing customer satisfaction.*





# World Class Customer Service

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- Make customer service and understanding customer expectations a personal commitment
- Value your customer with ownership and responsibility
- Exceed customer expectation

# Exceed Expectations

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*Everyone makes a difference. Do you add to or take away from the customer service experience?*

The Fred Factor



# Lightening Review

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- What are ways to best connect and build relationships your customers?
- How can you uncover and understand their expectations?
- What ways can you reduce the use of “The Righting Reflex”?
- What active listening or other communication tool will be helpful to you?
- How can you make your customer feel special?
- Why does understanding expectations reduce customer complaints?
- What ways will you exceed expectations?

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*“Metaphorically “hug” your customer by showering them with attention...attention that means something to them. This implies passion and commitment to extraordinary customer service.”*

Hug Your Customers

by Jack Mitchell

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- Work/Life & Convenience Services
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**Thank you!**



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# Questions & Answer

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