

American Society for Quality

Total Quality Includes Customer Services

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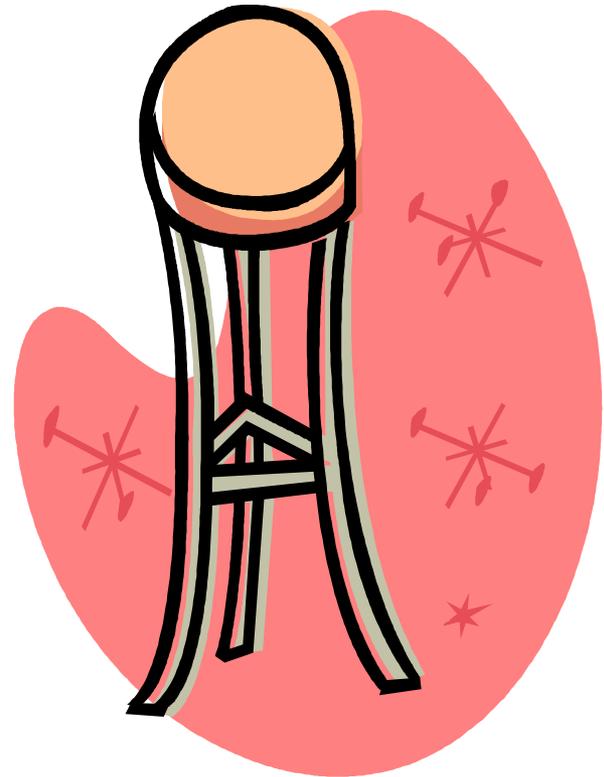
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Communications; The Foundation of Quality and Customer Service

Corporation

- Management
- Staff
- Customers



Quality and Customer Service

- **Service that...**
 - **Is Responsive**
 - **Anticipates needs**
 - **Is Predictable**
 - **Delivers “Information” not “Data”**



Compelling Quality and Service through Innovation

- **Your Customer has requirements they want you and your company to fulfill.**
- **They expect and demand innovative solutions to their requirements.**



What Your Customer Wants

- **They want to be successful.**
- **They want you to be innovative.**
- **They want predictable, high quality execution of tasks, products and services.**
- **They want minimal risk.**
- **They want you to delight them.**



Execution

**It isn't always WHAT you do.
It is also HOW you do it.**

**It isn't always WHAT you say.
It is also HOW you say it.**



The Ten Commandments of Customer Service

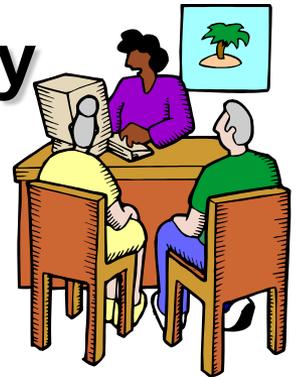
1. I Am Your Customer. You Will Have No Other Customer Before Me.

There are 9 other Commandments, but Number 1 is all that matters.



To Keep Good Customers

- **Deliver High Quality, High Value Solutions.**
- **You have to be known and wanted by the Customer.**
- **Develop mindshare and attachment.**
- **Truly know the Customer and their requirements.**
- **You must be innovative and compelling.**
- **You have to delight your Customers so they will tell their world about you.**



It Starts with an Attitude

- **“It’s not my job” has never satisfied a Customer.**
- **Perceptions are Realities. Who is really the final arbiter of Quality?**
- **First impressions about your willingness to help the Customer influence their reaction to you.**



Effective Communications is a Key to Quality Service

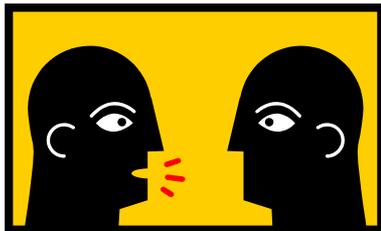
**Good communication delivers
information appropriate to the situation
after considering the effect on the
Customer, company, work team and
individuals.**



In a Conversation

- **It isn't always what you say...**
 - **It is sometimes your choice of words**
 - **Tone of voice**
 - **Body language**
 - **Willingness to listen...**

That Really Counts!



Everyone Has a Role in Quality and Customer Service

- **Every contact we make leaves an impression.**
- **Customers are the judge and jury of your service. They may not always be right...**
- **BUT they are always “The Customer”.**



Effective Listening Skills to Generate Quality Solutions

- **“Two Sets of Ears”**
- **Focus, Pay Attention**
- **Take notes and ask questions**
- **Restate what you have heard**
- **Confirm action items at the end**
- **Follow-Up with your management and the Customer on a timely basis**



Be Easy to Work With

- Available
- On Time
- Proactive
- Courteous
- Friendly
- Consultative, not Argumentative
- Predictable Quality Results



The BEST Customer Service

- **The Best Customer Service is to Provide Outstanding High Quality Solutions**
- **Provide the solutions the right way, on time, on budget and with a good attitude**
- **If you aren't satisfied the Client won't be satisfied either**
- **Plan to Delight your Customer**



In Summary

- **As Customers we have all been delighted at some time and we have all been dissatisfied at some time.**
- **We knew what our expectations were and how we were treated.**
- **Apply the “Golden Rule”.**



Have Fun!

- **You and your Quality Solutions are an important part of your Customer's success.**
- **Good Customer service gives you better control of your job.**
- **The “Team” includes the Customer.**

