

SEE inc.
**An Award Winning Team
 Dedicated Only to Your
 Success**

- Leadership Development
- Online Learning
- Customer Service Initiatives
- High Performing Teams




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Service Wins
**A Guide to Winning
 Service and
 Building a Service
 Culture**

With This Guy →



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Service Wins
 What Great Service Provides




- Repeat Business
- Referral Business
- Higher Profit Margins
- Foundation for a Great Culture

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Service Wins
What Great Service Provides



But wait a minute. We are the government. We don't care about any of that stuff.

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Service Wins
What Great Service Provides




- **Image and Reputation Management**
- **Funding Based on Service Reputation**
- **Fewer Complaints Involving Politicians and Senior Leaders**

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Service Wins
What Great Service Provides



- **Enhanced Career Value**
- **Reduction of Workplace Stress**
- **Greater Community Support**

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Service Wins
The Base Concepts of Service

 **People are Creatures of Emotion, Not Logic.**

 **To Deliver Great Service, We Must Provide an Emotional Connection.**

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Service Wins
The Base Concepts of Service

 **Really Great Service is About Feeling Not About:**

- Hours
- Process
- Price




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Service Wins
Delivering Great Service

The Small Things Matter the Most:

- Greetings
- Phone Etiquette
- Professional Courtesy
- Follow Through




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Service Wins
Delivering Great Service

Greetings

- **Friendly**
- **Use Name**
- **Thank Them for Coming**




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Service Wins
Delivering Great Service

Phone Etiquette

- **Answering**
- **Hold Request**
- **Transfers**
- **Return Calls**
- **Voice Mail**




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Service Wins
Delivering Great Service

Professional Courtesy

- **Please**
- **Thank You**
- **I'm Sorry**




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Service Wins
Delivering Great Service

Follow Through

- **Deliver What's Promised**
- **Communicate Frequently**
- **Apologize When Needed**



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Service Wins
Elements of Service Culture

Service Culture Requires:

- **Leadership and Examples**
- **Valuing Service**
- **Internal Service Commitment**




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Service Wins
Elements of Service Culture

Leadership and Examples

- **Role Modeling**
- **Awesome Treatment of Team Members**
- **High Investment in Engagement**



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Service Wins
Elements of Service Culture



- **Valuing Service**
- **Team Member Evaluations**
- **Recognition Systems/Incentives**
- **Core Values**

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Service Wins
Elements of Service Culture



- **Internal Service Commitment**
- **Back Office Operations**
- **Connection to End Customer**
- **Huge Impact**


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Service Wins
Opportunity is missed by most people because it is dressed in overalls and looks like work.

Thomas Edison

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