

Better, Faster, Different...

delivering superior service

We desperately need front-line employees to step up and care for customers. The cost of losing customers is too great to live with poor front-line performance or apathy. In this presentation Rick uses his vast experience talking with employees to motivate them to take a personal role in serving a company's customers. His humorous, yet sincere style makes a strong connection with front-line audiences.

- The Business Issues
 - Characteristics of the customer revolution
 - Why choose you? Implications of an over capacity marketplace
 - What's in it for you? Building a resume on service performance

- Think Like A Customer
 - Be the customer... understand exactly how the customer "feels" as a result of doing business with you.
 - Customer impression points... the explicit, implicit, and trivial issues that impact the customer's impression on your company.

- Brilliant at the Basics
 - Service or "services?"
 - Right product, right time, right place, right way... the importance of daily, routine, excellence in what we do.
 - Attention to details... eliminate "coffee stains."

- B, F, D
 - Beyond the basics... how to become better, faster, and different in the eyes of the customer
 - Easy to do business with... personal responsibility for taking care of customers.

- Remarkable Recovery
 - Complaints as opportunities
 - Recovery as "selling" to existing customers!