



Welcome to the 2017 FRPA Conference!

Learning Objectives

- Describe the four essential factors in communication
- Policies that need to be eliminated, rephrased or initiated
- Procedures that create hoops for customers to jump through
- People skills that may be driving customers away!

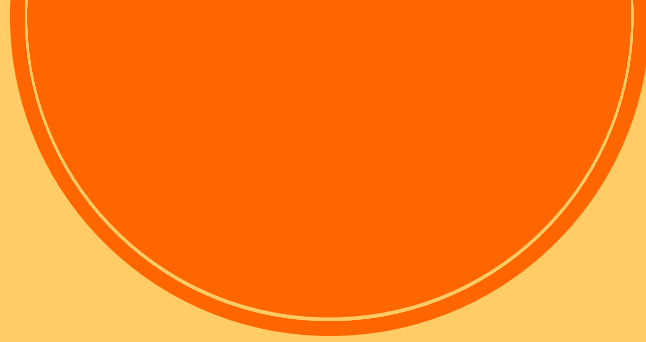


WELCOME!

Getting in Your Customers' Way?

Policies, procedures or people may be driving them away

Jan M. McLaughlin, CSP
Your Communication Connection
@JanLaugh



Getting in Your Customers' Way?

Policies, procedures or people may be driving them away

Align your compass

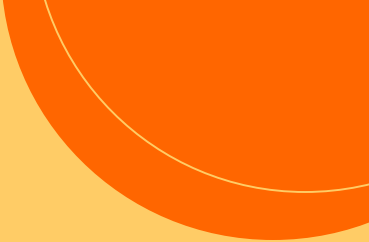
- **Policies** you have in place and may need to revisit, rephrase or initiate
- **Procedures** that may create unnecessary hoops for your customers to jump through
- **People skills** of those who work with customers and those who lead them



**96% of unhappy customers
will tell nine others, while 13%
will tell twenty others.**

—Technical Assistance Research Programs, Inc.





If the customer feels you are responsive to a problem, they will do business with you again in 82% to 95% of the cases.

Lose 15% of customer base each year

1% die

3% move away

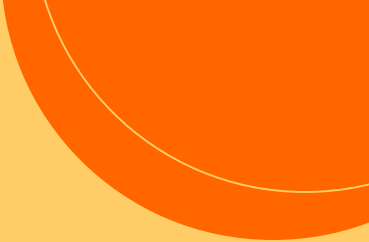
5% influenced by friends

9% lured away by the competition

14% dissatisfied with product

68% *leave because of an **attitude of indifference from an employee***

—American Society for Quality Control



...almost all employees come to work wanting to deliver great service; but the processes and policies they work under — coupled with insufficient managerial support — are the real causes of customer dissatisfaction and disloyalty.

—John Goodman, Vice Chairman
Customer Care Measurement & Consulting

A diverse group of people, including men and women of various ethnicities, are shown from the chest up. They are all smiling broadly and have their arms raised in the air, some with clenched fists, suggesting a moment of celebration or triumph. The background is a plain, light color.

Customer satisfaction relates to attitude.

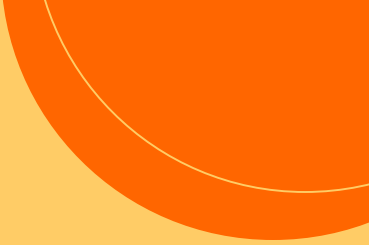
Service is about feelings.

**However your employees feel is how
your customers are going to feel...
sooner or later.**

—Karl Albrecht

7 Sins of Service

- **Apathy**
- **Brush-off**
- **Coldness**
- **Condescension**
- **Robotism**
- **Rule Book**
- **Run-around**



**“The greatest problem with
communication is the assumption
that it has taken place.”**

—George Bernard Shaw



Communicate with purpose

□ Intent

- What you want to have happen



Communicating with purpose

- ☐ **Intent**
- ☐ **Criteria, Expectations or Needs**
- ☐ **Content**
- ☐ **Process**

IF our message is incongruent!

How we look

55%

How we sound

38%

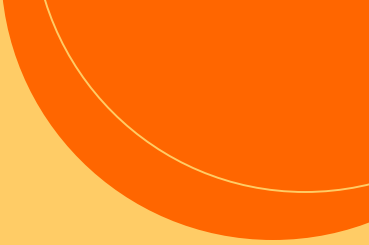
Words we choose

7%



Policies





**“Not changing your strategy
merely because you're used
to the one you have now is a
lousy strategy.”**

—Seth Godin

3 aspects of policies

- ☐ **Outdated or unnecessary**
- ☐ **Needs to be rephrased**
- ☐ **Could be initiated**

One facility eliminated two policies!

- ❑ Closed shoes required
 - Flip flops!
- ❑ Water only in facility
 - Gatorade!

Red Flag phrases

You should have...

You'll have to...

Why didn't you?

I have to

I can't

That's not my responsibility

I'll transfer you

But

No Problem

I can understand why you

May I ask you to...

I can see why

I will, Let me

I'd be happy to

I'll find out who...

Let me connect you with...

John is our expert...

And

You're welcome!

I'm glad I could help...

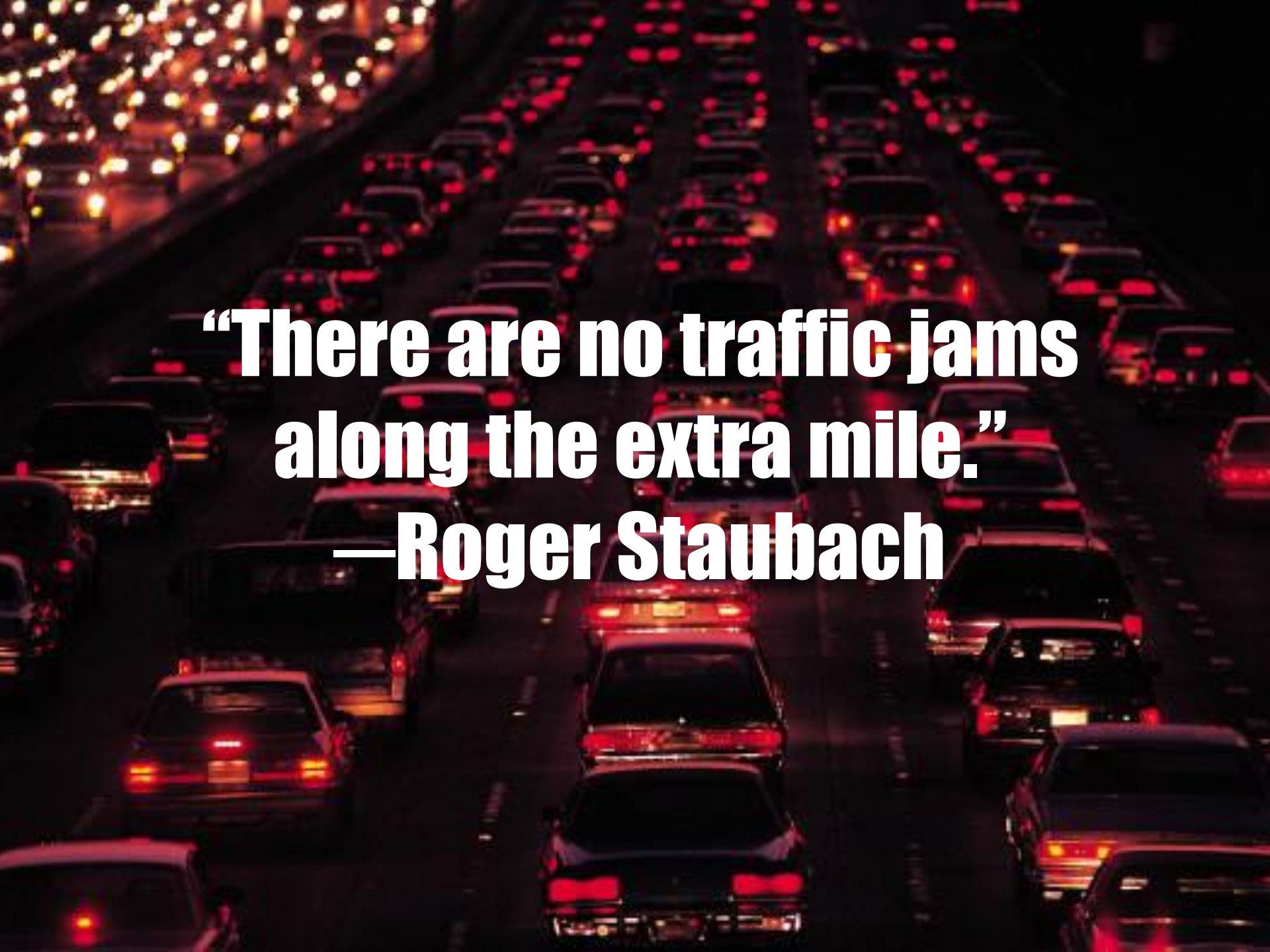
I'm happy to...

My pleasure...

Cite a higher authority

- “The IRS requires that we ask...”
- “State statutes mandate that we...”

Then, it's not the individual demanding to know something!



**“There are no traffic jams
along the extra mile.”
—Roger Staubach**





**Which policies may be
outdated or unnecessary?**

**Which policies may
need to be rephrased?**

**Are there new policies
you may initiate?**



In small groups:

- Pick a leader for your group
- Leader, pick a recorder / presenter (same person)
- Focus on policies in your organization
- Determine which one(s) could be eliminated, rephrased or initiated
- You'll have **ten minutes** to discuss
- We'll hear about **one of these policies** from a couple groups—one minute each!

**Which policies may be
outdated or unnecessary?**

**Which policies may
need to be rephrased?**

**Are their new policies
you may initiate?**



Set a bearing in line with your customers'





Procedures

Procedures that get in customers' way

- ☐ **Face-to-face**
- ☐ **Telephone**
- ☐ **Email**
- ☐ **Website**





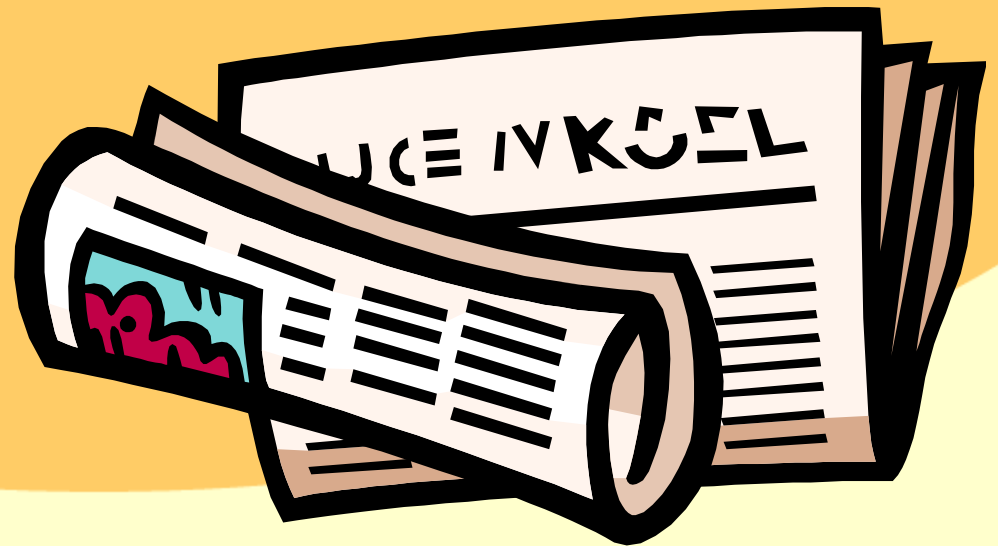
Research by Benchmark Portal

- **Researchers posing as customers contacted 287 companies**
- **Only 39% responded within 24 hrs**
- **$\frac{3}{4}$ of responses weren't helpful!**

**30% of emails are
sent to clarify a
previous email**

Use subject line like a headline

- ❑ Include your point
- ❑ Highlight action and completion date
- ❑ Ask a question
- ❑ Emphasize a benefit



Your signature as a business card

Jan

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Your Communication Connection

helping professionals create positive responses

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<http://YourCommunicationConnection.com/>

Check out our blog:

<http://www.JanMcLaughlin.blogspot.com/>

Internet users in 2014

Among adults, the % who use the internet, email, or access the internet via a mobile device

	Use internet
All adults	87%
Sex	
a Men	87
b Women	86
Race/ethnicity*	
a White	85
b African-American	81
c Hispanic	83
Age group	
a 18-29	97 ^{cd}
b 30-49	93 ^d
c 50-64	88 ^d
d 65+	
Education level	
a High school grad or less	
b Some college	
c College+	
Household income	
a Less than \$30,000/yr	77
b \$30,000-\$49,999	85
c \$50,000-\$74,999	93 ^{ab}
d \$75,000+	99 ^{ab}
Community type	
a Urban	88
b Suburban	87
c Rural	83

Source, Pew Research Center Internet Project Survey, January 9-12, 2014. N=1,006 adults.

% Using the Internet

Pew Research Center

- 91% use search engine to find information
- 84% look for info on a hobby or interest
- 84% search for a map or driving directions



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Procedures that get in customers' way

- ☐ **Face-to-face**
- ☐ **Telephone**
- ☐ **Email**
- ☐ **Website**



**Which procedure may
be getting in your
customers' way?**

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Procedures that get in customers' way

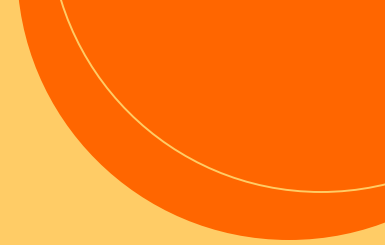
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Set a bearing in line with your customers'



People



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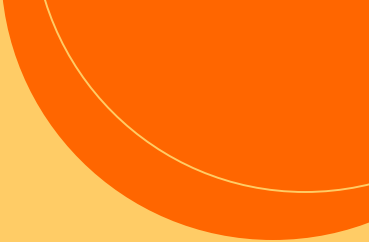
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**People are promoted for technical,
operational and intellectual reasons,
but fail for emotional ones.**



Daniel Goleman, Fortune, 1998



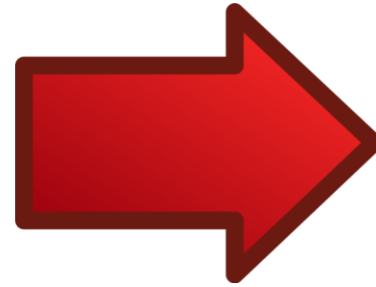
**People need directed autonomy
—both specific direction and the
freedom to make choices that
help accomplish the goal.**

—*Robert H. Waterman*
Co-author of *In Search of Excellence*

Task Focus



Green



Red

Indirect

Sequential
/ Logical

Direct

Random
/ Instinct



Blue

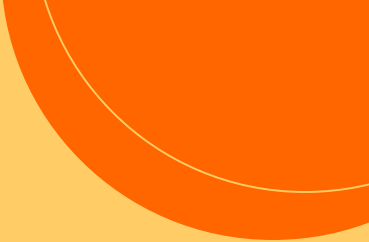


Yellow

People Focus



**How could the people
skills of your staff
and leaders be
improved?**



**Treat people as though they
were what they ought to be and
you help them become what
they are capable of being.**

—Goethe

Two articles to download

- *Expert Angle: Treating Employees as Customers*
- by John Goodman
- *What Makes A Leader?* - by Daniel Goleman

Links at bottom of your second page!

Align your compass

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Thank you!

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For more information visit www.frpa.org