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#6 Verbal & Non-Verbal Communication


#7 Handling Enforcement

#8 Respond...Don't React

#9 Take the LEAD


#10 Exceptional Customer Service Model

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#1 Recruitment & Training

Employee Investment:
Our employees are your business ambassadors...and our brand!



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Top 10 Soft Skills

Strong Work Ethic

Dependable

Positive Attitude

Self-Motivated

TEAM ORIENTED

Organized

WORKS WELL UNDER PRESSURE

Effective Communicator


Flexible

Confident


#1 Recruitment & Training

While we traditionally hire for hard skills...look to hire for soft skills instead.

Hire for attitude and train for skills!



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#1 Recruitment & Training

Train, Train & Train again!

- Onboarding
- Employee Manual
- Ongoing Training & In-Services
- Development Opportunities

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#1 Recruitment & Training

Breakout Assignment:

Discuss amongst your group what type of soft skills you look for during the recruitment process.

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#2 Smile... Back to the Basics

An employee's smile may be the most significant part of a transaction.

Did you know that Smiling while speaking can change the tone in your voice?


26




#2 Smile... Back to the Basics

An initial smile may set the tone for the remainder of the transaction!

Plus, happy employees are proven to be more productive employees.




27




#2 Smile... Back to the Basics

Let's be clear: service with a smile isn't forced on employees.

It should be a natural consequence of an organization that understands how to support and empower its employees.




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#3 Happy Employees = Happy Customers

The key to achieving customer happiness, as in customers who want to do business with you again and again, is to focus on employee happiness first.



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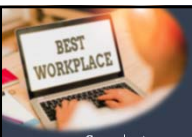
#3 Happy Employees = Happy Customers

Did you know that a happy staff improves employee engagement & retention!

And the longer a staff member stays the more knowledgeable they become of the organization and its services – resulting in better quality interactions with your customers.




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#3 Happy Employees = Happy Customers

So what can you do to keep your employees happy?

- Provide meaning to their job
- Show your employees they are supported...from the top down
- Create a fun work environment
- Provide recognition and feedback




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#4 10/5 Greeting Rule

Popular practice in the hospitality & service industry.

When you are within ten feet of a customer you attempt to make eye contact and smile to greet the approaching patron.



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#4 10/5 Greeting Rule

When you are within five feet, you acknowledge them verbally with a "Hello," "Good Morning/Afternoon/Evening".

Use the customer's name after it's been given whenever the opportunity arises.

33

#4 10/5 Greeting Rule

Physical Distancing


Give it a try with a physical distancing twist:
Greeting at 10 feet
Greeting at 6 feet

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#5 Identify Customer Needs


Customer needs are the named and unnamed needs your customer has when they come into contact with your business, your competitors, or when they search for the solutions you provide.

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#5 Identify Customer Needs

All customers have two needs: A service and a psychological need.
To identify the needs of your customers, solicit feedback from your customers at every step of your process.




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#5 Identify Customer Needs

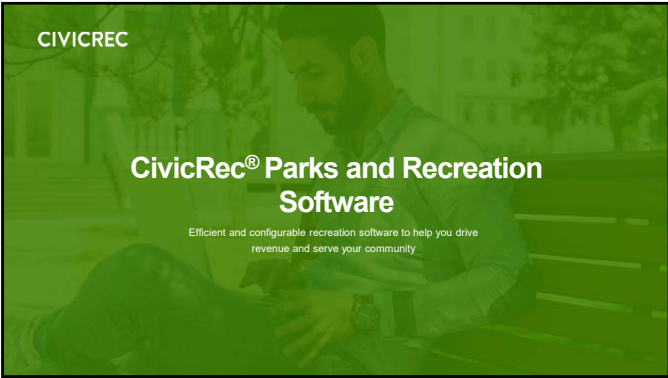
Top 6 Basic Customer Needs:

- Friendliness
- Understanding & Empathy
- Fairness
- Control
- Options & Alternatives
- Information



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CIVICREC



CivicRec® Parks and Recreation Software

Efficient and configurable recreation software to help you drive revenue and serve your community

38

CIVICREC

Technology to build a better community





4,000+

LOCAL GOVERNMENTS

100,000+

USERS

250+ Million

PEOPLE IMPACTED

39

CIVICREC

Dedicated to the needs of municipal parks and rec departments and their citizens


Parks & Recreation Software


Our recreation software contains robust tools for managing activities, facilities, and point-of-sale transactions with integrated functionality to manage memberships, instructors, sports leagues, and ticketing.


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CIVICREC


The Peace of Mind of One Consolidated Solution


 Online Registrations


 Facility Scheduling


 Memberships


 League Management


 Point of Sale


 Ticketing


 Credit Card Processing

 Digital Waivers

 Social Sign-On

 Text/ Email Alerts

 Surveys

 Reporting

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CIVICREC

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43

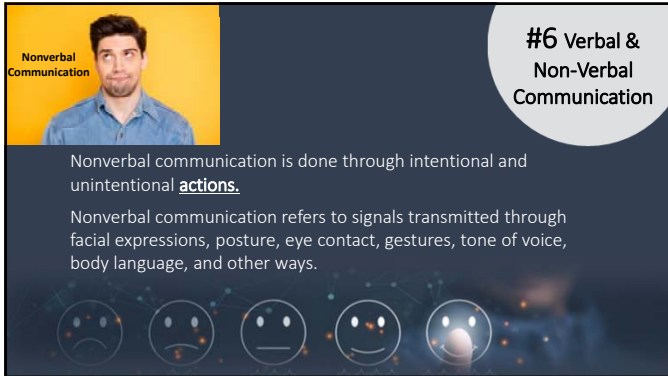
Verbal Communication

#6 Verbal & Non-Verbal Communication

Verbal communication is done through intentional and unintentional phrasing.

Verbal communication can be transmitted through both spoken and written words.

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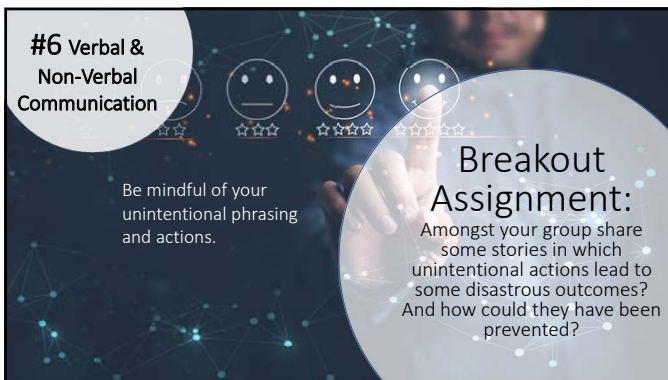


#6 Verbal & Non-Verbal Communication

Nonverbal communication is done through intentional and unintentional actions.

Nonverbal communication refers to signals transmitted through facial expressions, posture, eye contact, gestures, tone of voice, body language, and other ways.

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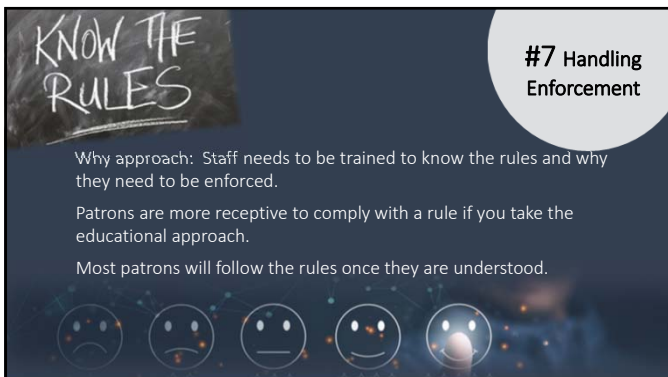


#6 Verbal & Non-Verbal Communication

Be mindful of your unintentional phrasing and actions.

Breakout Assignment:
Amongst your group share some stories in which unintentional actions lead to some disastrous outcomes? And how could they have been prevented?

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#7 Handling Enforcement

Why approach: Staff needs to be trained to know the rules and why they need to be enforced.

Patrons are more receptive to comply with a rule if you take the educational approach.


Most patrons will follow the rules once they are understood.

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#7 Handling Enforcement

Enforcement should always be firm with fairness and courtesy.
Enforcement should be appropriate for the age of the patron.




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#7 Handling Enforcement

Warnings should be given in a professional manner ending in "please" and "thank you".
Refer patrons to a Supervisor, signage or documentation to increase understanding of rules.




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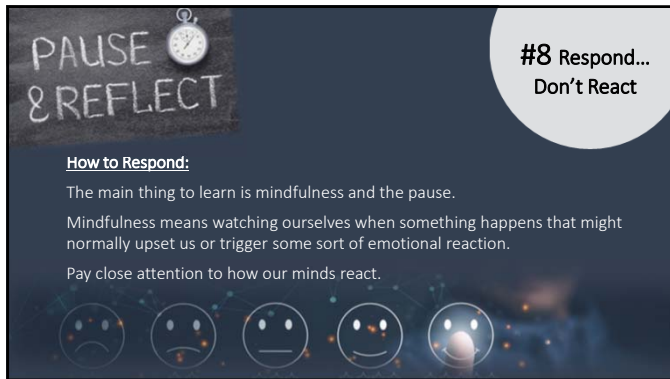


#8 Respond... Don't React

Reactions are personal...do not take things personally!!!
Always respond and don't react.
Professionals act professionally whether they feel like it or not.



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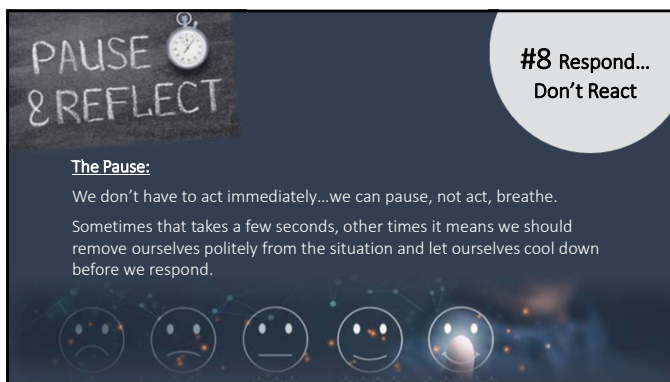


PAUSE & REFLECT

**#8 Respond...
Don't React**

How to Respond:
The main thing to learn is mindfulness and the pause.
Mindfulness means watching ourselves when something happens that might normally upset us or trigger some sort of emotional reaction.
Pay close attention to how our minds react.

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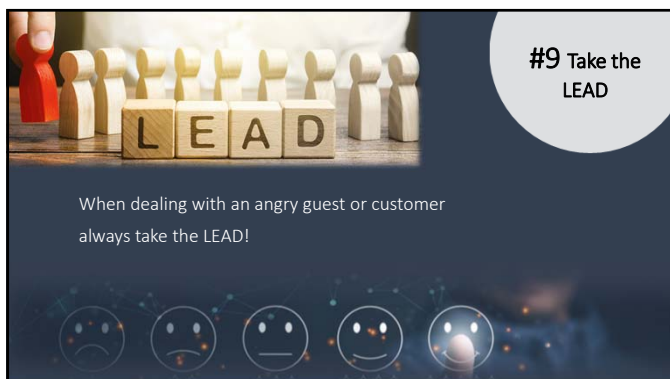


PAUSE & REFLECT

**#8 Respond...
Don't React**

The Pause:
We don't have to act immediately...we can pause, not act, breathe.
Sometimes that takes a few seconds, other times it means we should remove ourselves politely from the situation and let ourselves cool down before we respond.

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**#9 Take the
LEAD**

When dealing with an angry guest or customer
always take the LEAD!

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#9 Take the LEAD

- Listen
- Empathize
- Apologize
- Do something or Direct to someone who can

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#9 Take the LEAD

Let's run through a customer scenario.

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#10 The Exceptional Customer Service Model

- Be Accessible**: I solve problems and follow through on my commitments.
- Be Accountable**: I am courteous and friendly.
- Be Respectful**: I am available and strive to be helpful.

Exceptional Service

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#10 The Exceptional Customer Service Model

Accessible means being available and being responsive to guests.

Responsiveness is created through a positive first impression....

Breakout Assignment:
Put yourself in your guest or customer's shoes.
What is the first thing you want them to experience when they approach you or your facility and business?

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HELLO!

So why are first impressions essential to your success?

#10 The Exceptional Customer Service Model

First impressions...your initial opportunity to impress:

- Information presented first is decisive in forming perceptions.
- The first 7 – 10 seconds is critical.
- First impressions form a lasting memory.
- Sets the tone for the entire transaction.

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BYE!

And why are last impressions just as essential to your success?

#10 The Exceptional Customer Service Model

And through last impressions...favorable finishes:

- Things experienced last, leave lasting impressions, so make it favorable.
- Make sure you communicate your "Thank You".
- Pleasant parting comments.
- Calling a guest by name at end of the interaction.

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HOPE

*Develop your Customer Service Model:
How can you ensure that you have an effective and respectful communications model in your organization?*

#10 The Exceptional Customer Service Model

Respectful means using engaging customer service language that shows respect for our guests.



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Tips for **Respectful** guest communications:

Personalize the interaction:
Personalize the experience right from the start. It's important to introduce yourself and address the customer by name.

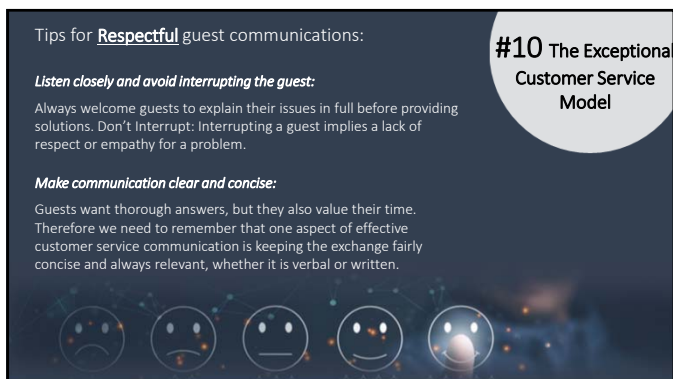
Avoid negative phrases:
Avoid words such as "can't" or "don't". Offer to find the solution with determined, positive language.

Use positive language with a touch of empathy:
Use positive phrases such as "I can," "I will," and "I understand" to connect with guests.

#10 The Exceptional Customer Service Model



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Tips for **Respectful** guest communications:

Listen closely and avoid interrupting the guest:
Always welcome guests to explain their issues in full before providing solutions. Don't Interrupt: Interrupting a guest implies a lack of respect or empathy for a problem.

Make communication clear and concise:
Guests want thorough answers, but they also value their time. Therefore we need to remember that one aspect of effective customer service communication is keeping the exchange fairly concise and always relevant, whether it is verbal or written.

#10 The Exceptional Customer Service Model




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#10 The Exceptional Customer Service Model

What opportunities do you have for demonstrating accountability?

Accountable means quickly solving problems and providing accurate information to the guests.
Take ownership of problems and ensure satisfaction.



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#10 The Exceptional Customer Service Model

How to take ownership...

Follow-up within a specific time frame:
Tell the guest what to expect and ensure that they perceive it as responsive.

Delays explained before guest has to ask:
Don't wait for the guest to inquire about timing, reach out and let them know about any delays in the process.

Sundown Rule:
Before the sun sets, problems/issues will be cleared up, emails and phone calls returned.



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#10 The Exceptional Customer Service Model



I solve problems and follow through on my commitments.

I am courteous and friendly.

I am available and strive to be helpful.



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