

**CUSTOMER SERVICE SUCCESS
FOR THE PET INDUSTRY**
MODULE I

PROVIDED BY
Paramount Success Group

FEATURING PROFESSIONAL TRAINER, COACH AND
PET INDUSTRY EXPERT

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**HELPING BUSINESSES INCREASE
PERFORMANCE, PRODUCTIVITY,
SALES & PROFITS**

- ❖ ON-SITE BUSINESS ANALYSIS
- ❖ CUSTOMIZED PLAN FOR SUCCESS
- ❖ CALL CENTER SALES TRAINING
- ❖ CUSTOMER SERVICE TRAINING
- ❖ LEADERSHIP DEVELOPMENT
- ❖ MANAGEMENT TRAINING
- ❖ VIRTUAL SALES MANAGEMENT
- ❖ EXECUTIVE & STAFF COACHING
- ❖ FINANCIAL TRACKING & REPORTING
- ❖ LOW COST/HIGH IMPACT MARKETING
- ❖ RECRUITING & HIRING

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PET INDUSTRY TRAINER & COACH

**PRODUCES RECORD INCREASES
IN SALES AND PROFITS**

**BASED ON PROVEN BUSINESS
PRINCIPLES**

**EXPAND AND ENHANCE
BUSINESS OWNER'S VISION**

**IMPLEMENT PROVEN SYSTEMS
& STRATEGIES FOR SUCCESS**

**TRAIN & EMPOWER STAFF
FOR A HIGH PERFORMANCE
ENVIRONMENT**

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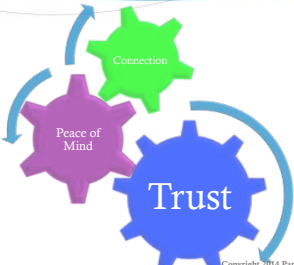
**Customer Service Training
for Pet Industry Employees
Module I**

Create loyalty and success through exceptional
customer experiences.



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What is Customer Service?



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The Facts...

- ◆ 70% of buying experiences are based on how the customer feels they are being treated. [ReturnBehavior.com 2012]
- ◆ 55% of consumers would pay more for a better customer experience. [Deliaqto Research returnbehavior.com 2012]
- ◆ Customers have more choices than ever before and they WILL take their business elsewhere.

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The Impact of a Negative Customer Experience

- ◆ 89% of consumers have stopped doing business with a company after experiencing poor customer service. [2012 RightNow Customer Experience Impact Report]
- ◆ Consumers are twice as likely to share their bad customer service experiences than they are to talk about positive experiences. [2012 Global Customer Service Barometer]
- ◆ It takes 12 positive customer experiences to make up for one negative experience. [Parature 2012]

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Initial Customer Thoughts

"My baby's going to be locked in a cage and going to be so sad without me."



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Make a Connection



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Make a Connection

- ◆ Warm, inviting, welcoming, enthusiastic greetings.
- ◆ Listen to the details and comment or ask questions so they know you care.
- ◆ Always make customers feel you will go beyond the call of duty. "what we can do..."
- ◆ Always explain "why" when you can't accommodate a request.



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Peace of Mind

What do your customers hear when they call your pet care center?



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Promote Peace of Mind

"My baby's going to have so much fun at this place!"



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Sense of Trust - Happiness



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- ✓ Owners
- ✓ Managers
- ✓ Front Desk Staff
- ✓ Phone Personnel
- ✓ Animal/Pet Care Staff
- ✓ Consultants
- ✓ Vendors
- ✓ Repair People
- ✓ Anyone who has contact with your customers.

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Standards of Excellence to Ensure Exceptional Customer Experiences



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Professional Etiquette

- ◆ Professional Etiquette
- ◆ Makes the working environment more pleasant
- ◆ Promotes positive staff relationships
- ◆ Promotes exceptional customer experiences
- ◆ Customers are always listening and watching; what they experience with you translates into the level of care they perceive that you provide.

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Professional Etiquette Behavior

- ◆ **Polite & Professional Behavior**
- ◆ Courteous and respectful behavior to fellow staff members as well as customers
 - ◆ Hold doors open, allowing customers and fellow staff members to enter or exit first
 - ◆ Helpful attitude and actions (even if it's not in your job description!)
- ◆ Avoid negative talk about any customer or employee
- ◆ Avoid having personal conversations with a co-worker in front of customers

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Professional Etiquette Appearance

Professional Appearance – I CARE!

- ❑ Clean clothing, no holes or tears, crisp, not wrinkled
- ❑ Dressed in uniform
- ❑ Clean hair, nails, etc.
- ❑ Avoid the “just rolled out of bed” look

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Project the Positive Positive Attitudes & Actions

Of course...

“Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.”
Napoleon Hill

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Project the Positive



“...use words and phrases that calm the fears of your customers, instead of words and phrases that actually plant the seed of a new fear.” Lori Davis

<p style="text-align: center; color: green;">Negative</p> <ul style="list-style-type: none"> ◆ “Ok or That’s fine” ◆ “Yeah” ◆ “Concerns” ◆ “In case of emergency” ◆ “Stress” ◆ “No problem” 	<p style="text-align: center; color: green;">Positive</p>  <ul style="list-style-type: none"> ◆ “Great! or Awesome!” ◆ “Yes” or “Absolutely” ◆ “Questions” ◆ “In case we have any questions” ◆ “Sensitive” ◆ “My pleasure!”
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Project the Positive

Positive Words & Phrases
Turn a Negative into a Positive by Revising Sentence Structure



Negative Seeds

- ◆ “We just had a **cancellation.**”
- ◆ “We feed a premium dog food that is good for **dogs under stress.**”
- ◆ “**Awwww...** Since your **dog isn't appropriate for group play,** we could do an individual play sessions instead?”

Positive Seeds

- ◆ “We have an **opening!**”
- ◆ “We feed a premium dog food that is **easy to digest.**”
- ◆ “**Instead of group play, Max will love our individual play sessions.** What does he enjoy doing most?”

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Participate, Engage & Appreciate

◆ **Engage in the Experience**

- Listen, Listen, Listen!
- Express interest
- Use customer names
- Ask questions
- Provide detailed information and feedback to ensure complete understanding, always beginning with positive comments first.
- Think and provide solutions

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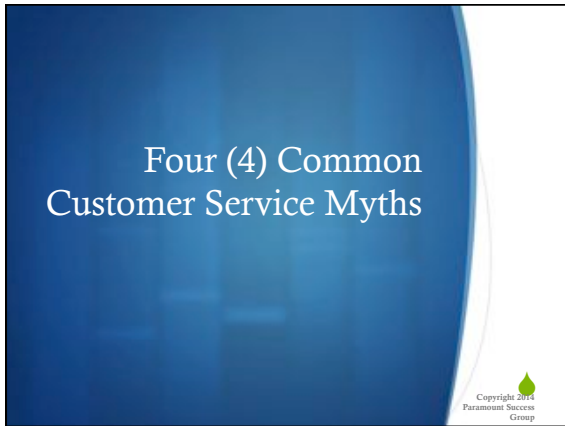
Participate Engage & Appreciate

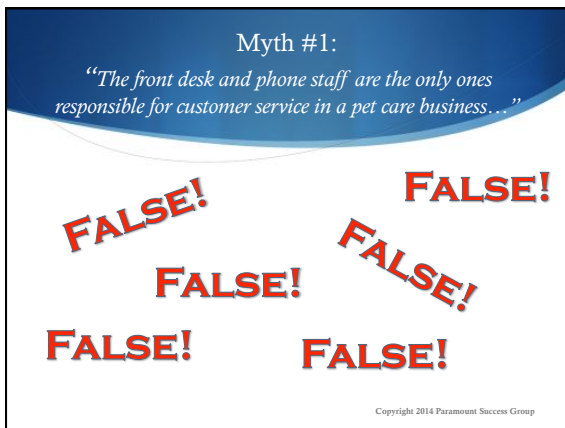
◆ **Appreciate Customers**

- Check for satisfaction
- Express appreciation
- Bid a fond farewell
- Invite a return visit




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Myth #2
If I'm busy doing something important, customers will understand if I don't acknowledge them.



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Myth #3: The customer is always right.

- ◆ **Wrong!**
- ◆ It's important for you to know how to confidently communicate with customers, and deliver information in a clear, concise manner.
- ◆ Remember to provide a reason "why" you are stating something contrary to what they've said or requested. In most cases, they'll follow your lead since you are acting as the representative and expert of your pet care center.
- ◆ Make a note of the situation in their file for future reference.


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Confidently Explain & Resolve

- ◆ Kindly listen
- ◆ Express understanding without agreement
- ◆ Gently but confidently explain "why"
- ◆ **Never argue or tell a customer to calm down**
- ◆ Provide an alternative to their request if possible



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Myth #4
I'm supposed to know the answer to every question a customer asks.

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You'll gain more respect from customers by providing a delayed but correct answer rather than providing an immediate incorrect answer.

"That's a great question! Let me check on that for you."


OR

"That's a great question. I want to make sure I'm giving you the right information so I'm going to double check...one moment please."

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Dealing with Upset Customers
Proceed with Caution, Courtesy & Confidence

- ❖ Never argue or respond to abusive comments
- ❖ Acknowledge that you understand they are upset and that you will make every effort to help them resolve the matter.
- ❖ Always explain "why" instead of just stating a company policy
- ❖ If the customer continues to act out angrily, ask a manager for assistance. Even if you know the correct solution, situations with angry customers are often diffused when they feel they've moved up the chain of command.



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I invite you to contact me with any questions and situations that you want me to include in Module II.



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Special thanks to:



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Thank you for attending.

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