

My passion for education
was identified early in life . . .



YPN PRESENTS

OLD SCHOOL vs NEW SCHOOL





OLD SCHOOL vs NEW SCHOOL



Southern Wine & Spirits

In the spirit of partnership, ask Southern about our proven record of building successful brands in the Spirits business.



Southern Wine & Spirits of Florida



HOME

STUDENTS ▼

FAMILIES ▼

BOARD

SUPERINTENDENT

DEPARTMENTS

EMPLOYMENT ▼



Vision

Preparing students for life

Mission

To provide an education and the supports that enable each student to excel as a successful and responsible citizen.



SCHOOL SEARCH

What's your role in improving the
Customer Experience for your:
Students?
Parents?
Colleagues?

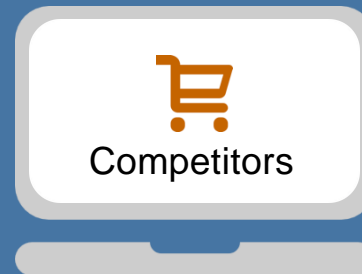
A customer is **4 times** more likely to buy from a competitor after experiencing a service-related issue or dissatisfaction with how a problem was handled as opposed to a price or product-related issue



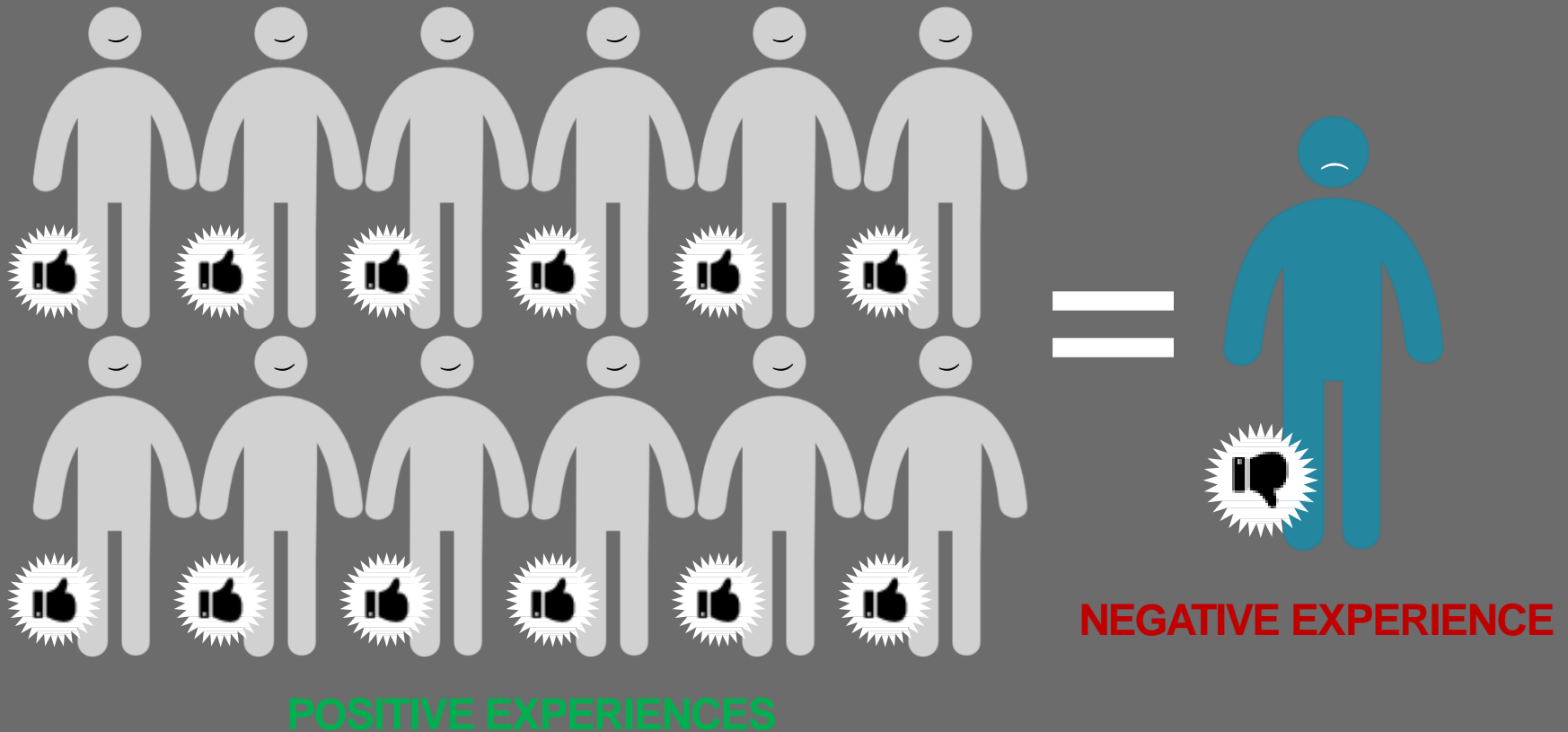
Price or product related problems



Service related problems



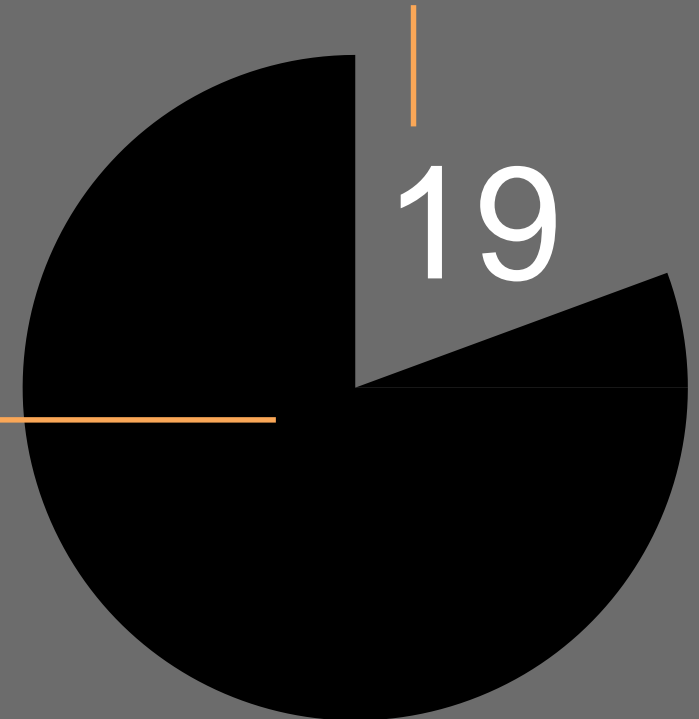
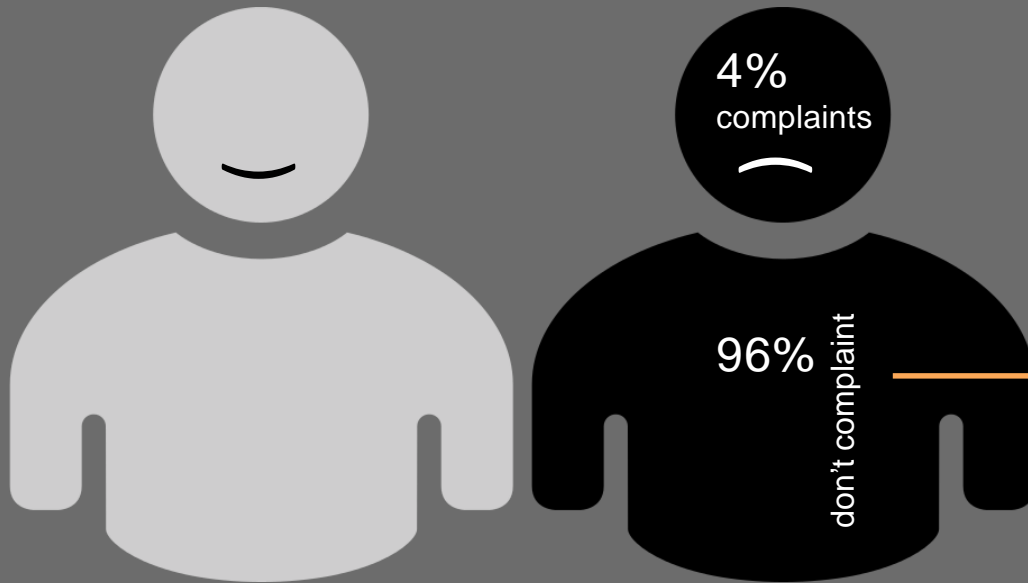
It takes **12 positive** experiences to overcome **1 negative** experience



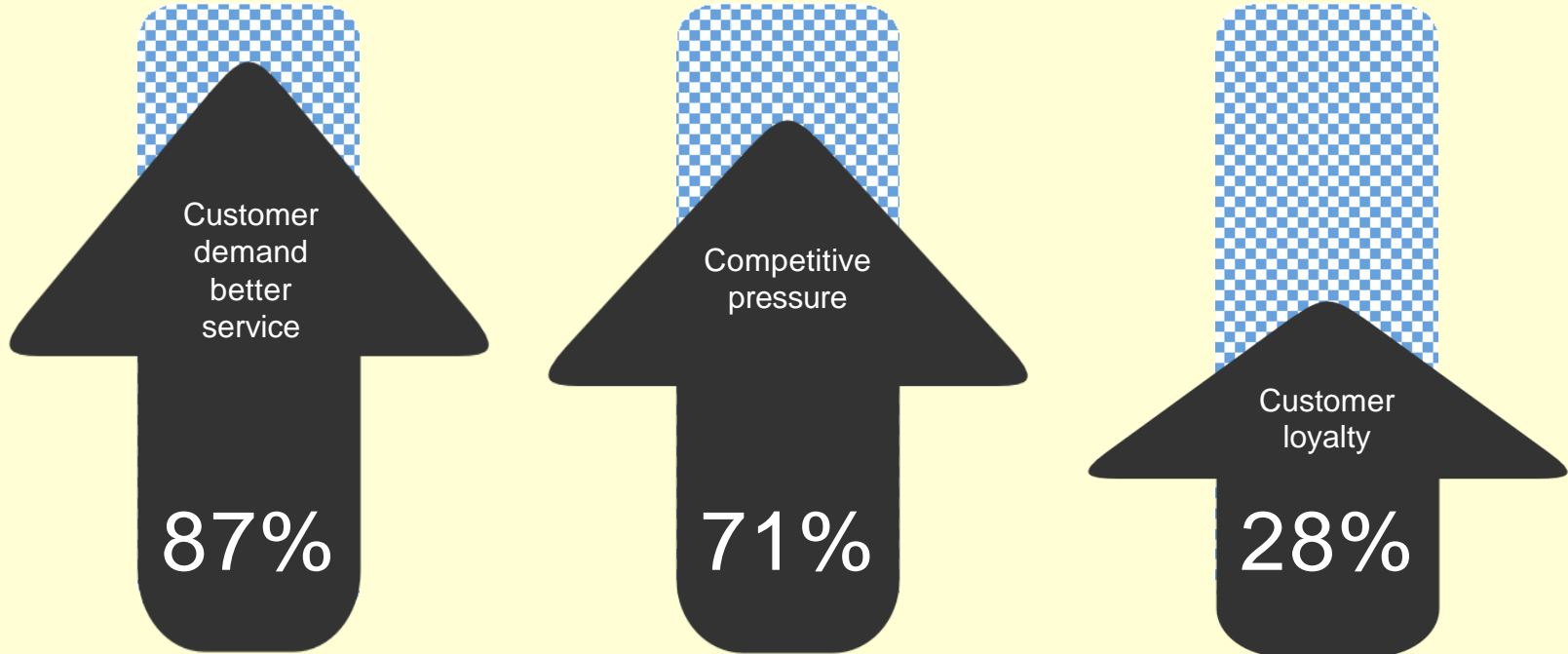
DISSATISFIED CUSTOMERS

Watch the customers – they won't always contact you.

A dissatisfied customer will tell 19 other people



REASONS FOR IMPROVING CUSTOMER SERVICE



CUSTOMERS EXPECT MORE FROM YOU!
BAIN & COMPANY FOUND THAT 80% OF COMPANIES BELIEVE
THEIR FIRM OFFERS A SUPERIOR SERVICE.
HOWEVER, ONLY 8% OF CUSTOMERS HELD THE SAME VIEW!

ENHANCED SERVICE METRICS

TRADITIONAL CUSTOMER SERVICE METRICS



Satisfaction ratings

Waiting time

First time resolutions



Average handling time

Cost to serve customer

Save / sales rates

QUALITY CUSTOMER SERVICE METRICS

Net Promoter Score

Customer Effort Score

Employee empathy

Likes, retweets etc.

Cross sell / up sell rates

Customer journey consistency



LEADING ORGANIZATIONS ARE NOT ONLY MEASURING THE TIME AND COST IT TAKES TO SERVE A CUSTOMER, BUT ALSO CUSTOMER'S ENGAGEMENT WITH THEIR BRAND OR SERVICES

THE FRONTLINE

Those who handle incoming communication OR face-to-face interaction play a powerful role in providing superior customer service

Engaged, knowledgeable employees deliver a better customer service

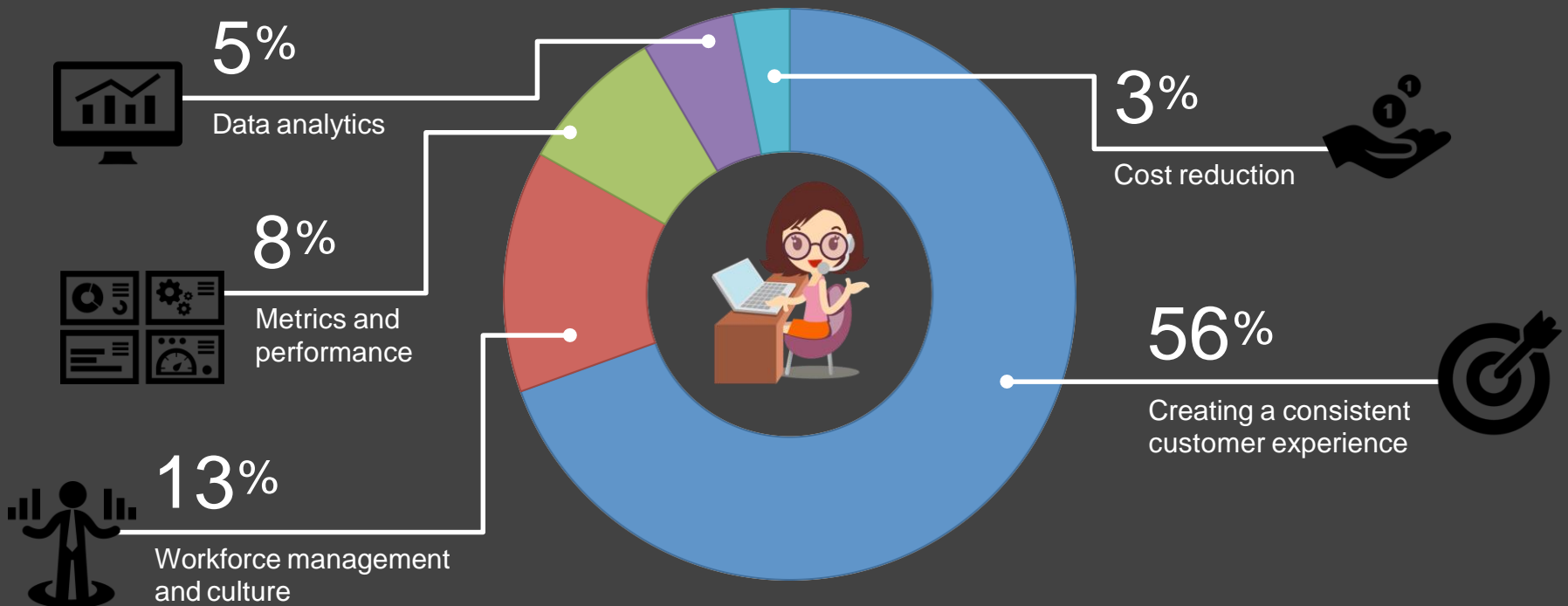
33%

Customers will return to a company with excellent service and

56%

Would recommend it to family and friends

Customer Service top priorities 2016



The Voice of the Customer

How would you rate your experience at this school?



4 OVERALL RATINGS



[See all 4 comments](#)

School Information

- Search for a School
- Zoning and School Maps
- Bell Schedules

Enrollment Information

- How to Enroll
- Military Families
- Choice and Magnet Schools

District Information

- School Board Office
- Superintendent's Office
- District Policies and Procedures
- District Calendar
- Transportation
- Athletics
- District Accreditation
- District Strategic Plan

Community Information

- Partners in Education
- Volunteering in HCPS
- Hillsborough Education Foundation
- Parent/Family Community Involvement
- Office of Supplier Diversity
- Emergency Management

Say No To Bullying

- Report a Bully

Additional Information

- mySpot Login
- Student Nutrition
- Student Handbook: English | Spanish
- After/Before School Care (HOST)

They told two friends
who told two friends who
told two million web users
and so on and so on...



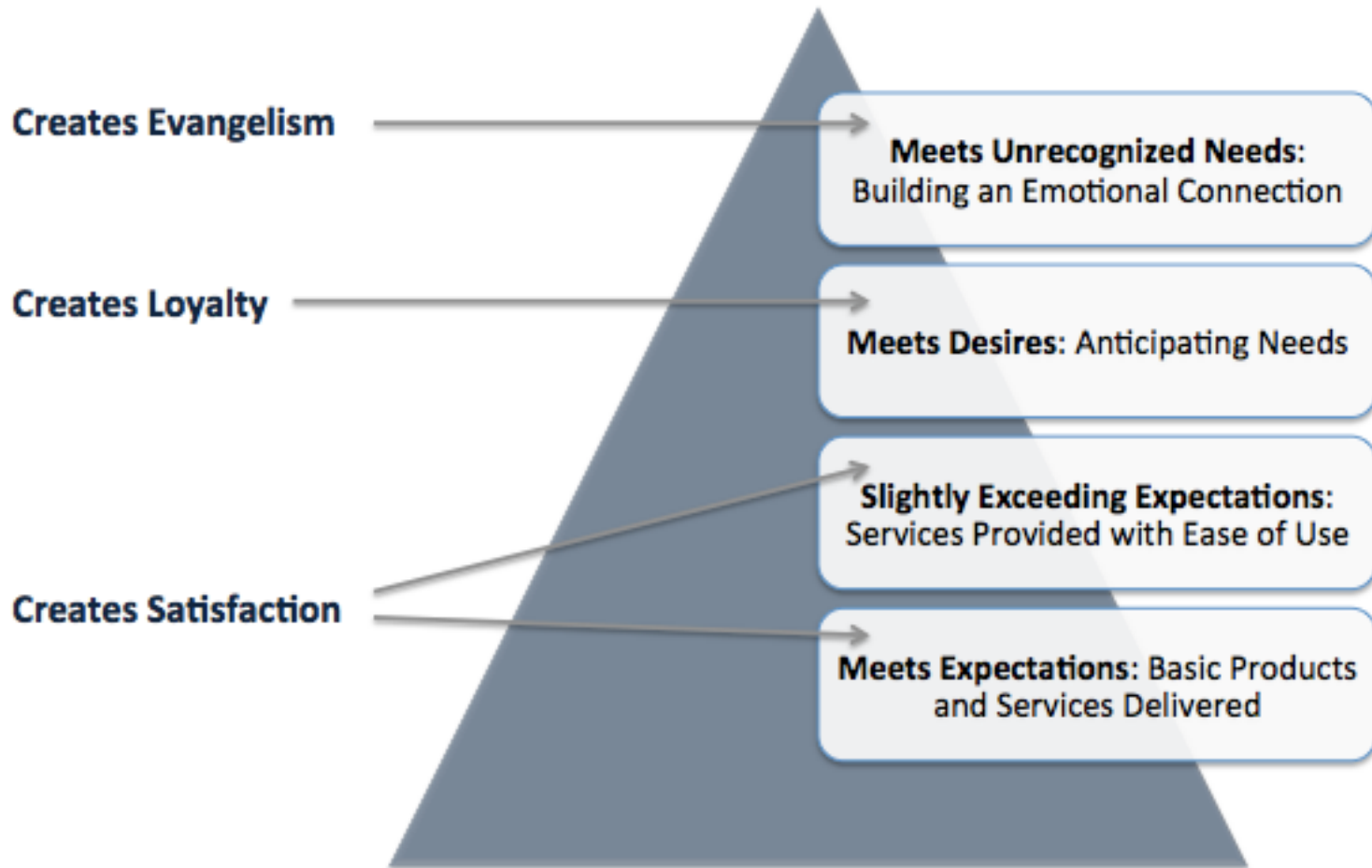
FAILURE TO RESPOND VIA SOCIAL MEDIA



Negative posts or tweets can explode if not answered within 2 hours

Failure to respond via social media causes a 15% increase to the churn rate for existing customers, compared to other channels

MASLOW'S HIERARCHY OF CUSTOMER EXPERIENCE



icare



integrity

"I am open and transparent in my communication and behaviour"



accountability

"I take responsibility for my actions and behaviour"



excellence

"I aim to achieve the highest standards in everything I do"



collaboration

"I always work as part of a team"



respect

"I treat others the way they would like to be treated"

Step #1



Step #2



Step #3

Measure Your Customers'
Satisfaction Levels.



Good



Average

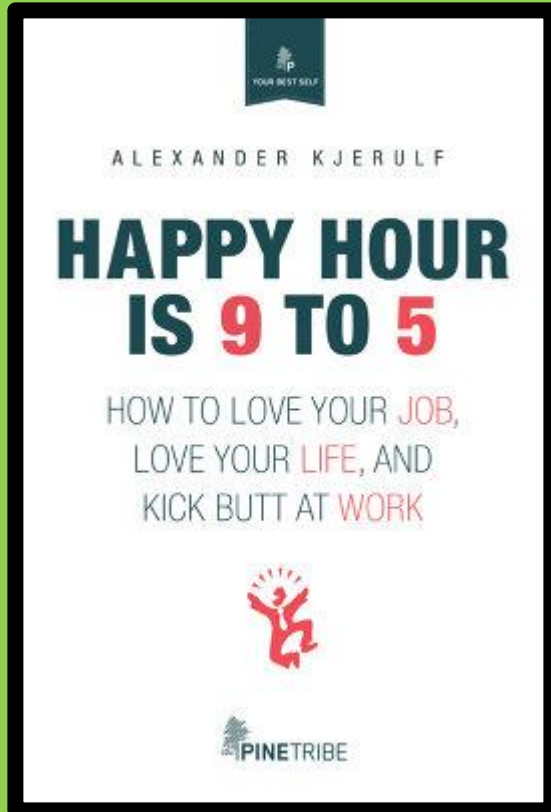


Poor

What? How?

- Think of a current problem in your organization
- What are the problem's unique characteristics?
- What are some possible solutions?
- What are the pros and cons of each solution?
- What are the possible outcomes?
- How might you evaluate the solution's impact?

Step #4



Consistency is Key

Empathize (Acknowledge the problem)

Clarify (Identify the true need)

Take Action (Partner for a solution)

Follow Up (Provide goodwill)

SKILLS THAT SHOW YOU CARE -

Develop these skills to excel in any service, regardless of industry or type of customers



1 Be a great listener

Listen intently, ask questions and summarize responses. This shows that you care and want to offer the right solution.

2 Great communication skills

Learn how to effectively communicate with your colleagues and customers. Know when to listen, when to speak and how to speak.

3 Keep your promises

Develop the ability to manage expectations. Stay up-to-date with policies and information to ensure that any commitment you make can be delivered with excellence.

4 Become an expert

Learn everything you can about other areas of the business, their service vision and how they are making an impact. Spend time studying feedback and exploring potential solutions to improve engagement.

5 Friendly and compassionate

Your friendly and caring attitude will surely help in creating the right atmosphere for coming to the best solutions

Barriers to providing exceptional customer service

- Poor communication skills
- Staff not empowered to make decisions
- Lack of adequate training
- Staff on “auto pilot”
- Difficult to understand processes
- Policies that don't make common sense
- Poor leadership/unmotivated staff



PRACTICAL WAYS EMPLOYEES CAN MAKE A DIFFERENCE

In addition to the ways to make a difference alluded to earlier in the paper (many of which are also relevant to employees), here are some practical ways that employees can and do make a difference in the workplace every day:

- Changing their attitude. Sometimes making a difference is just merely changing your attitude about work and viewing it as a mission or means to impact others positively.
- Respecting and valuing others. Showing respect towards others, including coworkers and managers, and seeing the value of others' contributions.
- Supporting their company. Supporting the organization in directly or indirectly impacting others with exceptional work and contributions.
- Initiating new contributions. Initiating ideas, solutions, and suggestions to help move the organization forward and better meet the needs of its customers.
- Improving their performance. Self-reflecting on and coming up with new ideas and ways in which you can improve the quality of your work.
- Perfecting their craft. Continually striving to perfect and master your craft can improve the quality of your work and make a difference in the organization.
- Actively participating. Actively speaking up and contributing to whatever cause your team or organization is working on.
- Going above and beyond. Going above and beyond to help a coworker, your team, or organization achieve something.
- Mentoring or training others. Mentoring, coaching, training, or sharing knowledge to help someone else on the job.

ATTITUDE OF GRATITUDE

RESPECT & VALUE OTHERS

SUPPORT YOUR TEAM

INITIATE NEW IDEAS

PERFECT YOUR CRAFT

SPEAK UP & TELL OTHERS

GET OTHERS ON THE BUS

GO ABOVE AND BEYOND -
STAND OUT AMONG YOUR PEERS

icare



integrity

"I am open and transparent in my communication and behaviour"



accountability

"I take responsibility for my actions and behaviour"



excellence

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thank
you!

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