


"I AM THANKFUL FOR ALL OF THE DIFFICULT PEOPLE IN MY LIFE. THEY HAVE SHOWN ME EXACTLY WHO I DON'T WANT TO BE."

EILEEN ANGLIN

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 **Homeland Security and Emergency Services**

Customer Service for the CEO

Fire Prevention and Control



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REALITY

- This is vitally important work
- This is part of the first line of defense in injury and death prevention and disaster survival
- There is no excuse for inferior work
- If you have to be liked, this may not be your best career choice
- There is no glory in being hated

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**“WE ARE
QUALITY PEOPLE
PROVIDING
QUALITY SERVICE.”**

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THE FOUNDATION

Successful public interactions begin with who you are

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PROFESSIONALISM

Because you chose to be a CEO, you are looked upon as a professional.



BE ONE !

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We must
Be good at what we do
But
Be great at who we are

"For George Washington, who he was, and what he did were the same ... the heart of Washington's leadership was pure character."
David Abshire, Center for the Study of the Presidency

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Honesty

- Non-negotiable
- Imperative that you are worthy of trust:
 - Supervisors
 - Peers
 - Public
- Without trust, you will fail

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Integrity – *lose it and you've lost everything*

- Keeping your word
- No compromise
- Accepting responsibility
- Is this good for everybody or just me?
- Integrity is what you do with your McDonalds bag when your alone on a country road.

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“I always play
as if someone
important is
watching”

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Loyalty

- Agency
- Peers
- Profession

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Positive

- Any negativity is too much
- Avoid pessimism
 - Contagious
 - Peers
 - Public
 - Negativity gets you nothing
- If you are going to display an attitude make it a positive one

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Attitude is ALWAYS a choice

When you had a bad day, did you really have a bad day or did you have a bad five minutes that you let ruin your whole day?

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Performance

- Arrive early
 - Being on time is not a matter of time – it is a matter of respect
- Be prepared
- Address everyone by appropriate rank unless granted permission otherwise
- Be efficient
- Be accurate

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Addressing the Public

Address the public as:

Sir	Ma'am
Mr.	Mrs.
Miss	Ms.

Get their name and use it.

Ask if you can, or be given permission to, use their first name before you use it.

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Appearance

- Appropriate
- Sharp
- Uniform worn correctly

Credibility

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Gossip and Rumors

- "Rumor travels faster, but it don't stay put as long as truth." *Will Rogers*
- "Never tell evil of a man, if you do not know it for certainty, and even if you know it for a certainty, then ask yourself, 'Why should I tell it?'" *Johann K Lavatar* **You don't have the right to anyone's reputation**
- "Be true to your work, your word, and your friend." *Henry David Thoreau*

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No Shortcuts

Perform your daily tasks with thoroughness and pride.

Excellence is the standard.

Anything less could be:

- Embarrassing
- Costly
- Harmful to a career
- Deadly

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Characteristics of the true professional

- Professional
- Courteous
- Willing to go the extra mile
- Polite and respectful
- Considerate of the feelings of others
- Team Player
- Knowledgeable

ON DUTY AND OFF

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“THERE IS NO TRAFFIC
JAM ON THE
EXTRA MILE”

ATS

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Challenging People

Complaints are Opportunities

- The average business does not hear from 96% of its unhappy customers
- For every complaint received, 26 customers actually have the same problem
- The average person with a problem tells 9 to 10 people. 13% will tell more than 20
- Customers who have an especially good experience tell an average of five people about it

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Challenging People

- ◉ Exorcise your ego – You don't have to be right.
- ◉ Calm the customer, resolve the situation
 - Let them vent
 - Speak slowly in a low, resonant tone
 - Calming language
 - "OK, let's start at the beginning".
 - "That is frustrating, isn't it?" "I'd probably be upset if that happened to me".

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This will scare ya

Only 5 out of every
100 words are
received as the
speaker intended
them

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3 Methods
of Delivering Service

- ◉ Face-to-face
- ◉ Telephone
- ◉ Written (letters, faxes, texts, emails)

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Communication with customers

Body language is the main component of communication:

- Words we Use 7%
- The way we say the words 38%
- Body language 55%

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Educate (empower) customers

- Take the time to explain the intent of the codes or training or decision (your actions) and how it is designed to help the customer: **Remember to explain the *Why* behind the *Do***
- Remember that email is NOT a good form of communicating with your customers (especially if understanding is critical)

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Educate

In the absence of clear, consistent, honest, and open communication on what you are requesting and WHY, your customer will **write their own script** of your intentions, and it will almost always be wrong (if not hostile).

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Play Fair!

- ◉ Inconsistent application is the **single most frequent complaint** by dissatisfied customers
- ◉ Inconsistency stems from:
 - Lack of knowledge of the code and its **INTENT**
 - Favoritism and “got ya’s”
 - Variance between members
 - Variance in quality of individual work, delivery, and handling people

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Play Fair!

- ◉ Inconsistent application does and will lead to public challenges of incompetence and favoritism
- ◉ You will not get into trouble for being flexible, you will get into trouble for being inconsistent in your flexibility

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Beware Familiarity

- ◉ Familiarity opens the door to claims of conflict of interest
- ◉ Familiarity opens the door to favoritism, which leads to inconsistency
- ◉ Familiarity leads to push-back and challenge, which undermines your genuine authority

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How do customers evaluate service Quality?

R **Reliability** – Deliver on Promises with dependability & accuracy

A **Assurance** - Knowledge, courtesy, ability to convey trust, competence and confidence

T **Tangibles** - Facilities appearance, comfort, look and feel of marketing materials, etc.

E **Empathetic** - Degree of caring and individual attention the customer receives

R **Responsive** - Willingness to help promptly – without distraction

Dr. Leonard Berry – Texas A&M

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Reliability - The Service Promise

- ⦿ Organizational commitments
 - Promises made via advertising, marketing, policies, contracts, etc.
- ⦿ Common Expectations
 - Customer expectations are often based on assumptions and past experience
- ⦿ Personal Promises
 - CEO to customer promises

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Return calls promptly

the same day if at all possible

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Assurance & Tangibles

- Assurance Factor
 - Product Knowledge & Company Knowledge
 - Listening Skills – Active listening skills
 - Communications Skills - includes verbal and written (in-person, phone, and email service)
 - Problem-Solving Skills
- Tangibles
 - Take pride in your environment, yourself, your workspace and any forward-facing delivery mechanisms (online and marketing materials too!)

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Empathy & Responsiveness

- Empathy
 - Recognize the Emotional State of the Customer; validate their feelings
 - Treat each person as an individual
- Responsiveness
 - Respond quickly
 - Set Expectations – deliver on those expectations
Exceed their expectations!
ATS

Research shows that the most frustrating part of waiting is *not knowing how long the wait will be.*

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Active Listening

- Pay attention to **Content & Intent**
- Ask great questions
- Tips:
 - Tune in to the other person
 - Limit distractions
 - Don't jump to conclusions
 - Take notes and reflect information back
 - Turn off your own worries

Don't listen to reply – listen to understand

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Stand for something

- There will come a point in time when you have to take a stand, even if it is unpopular and will be hard fought, when you do...

Make sure your decision is based on sound data, unshakable principles (life safety), and a clear set of achievable goals

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Stand for something

- Make sure you have clearly identified who is opposing you and *why...*
- If there is middle-ground, find it and focus your efforts there
- If there is not...determine if you are really willing to die on this hill...



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Summary

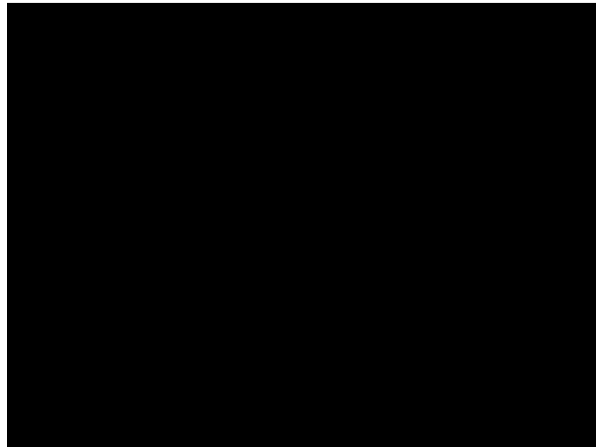
- Be *flexible* and open to alternatives
- Be *consistent* in your flexibility *and* your efforts
- Remain *professionally detached*, yet friendly, talkative, compassionate, and approachable

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Summary

- ⦿ Communicate, **communicate**, communicate, (never assume the customer understands your actions)
- ⦿ Take **responsibility** for your actions
- ⦿ Dare to **do what you believe is right**, not what you think is safe

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