CUSTOMER EXPECTATION

Experience **Exceed Expectation** Standard Expectation "Moment of Truth" Answer by 3rd ring Answer 1st ring Incoming phone/fax Call waiting 3 minutes No call waiting Good Morning / Afternoon Customer Service Customer Service this is ___ Greeting How may I help you? This is _____ Offer assistance Be pleasant, keep a smile in your voice! Accept order or explain why we can't. Accept order or answer question. Place an order or ask question Give estimated time and status report. Within 30 seconds / 4 minutes Retrieving customer Supply all information Return customer's call account information within 45 seconds. within 30minutes. Personalize by calling customer by name. Friendly and Helpful Personalize Interaction Ask friendly questions or have personal conversation when appropriate. Ask probing (non-threatening) questions To give you a quicker response, I'll need to Gathering information ask you a few questions. Tell me what happened. from customer Return call within an agreed time period with an answer or status up-date. Get information to internal customers Provide needed service/ product Provide answer within 15 minutes. immediately concerning order. Notify if possible (hot order) customer within 45 minutes. Hello Mr./Ms.__ this is ___ at Odom's, I'm Offer alternative solutions Use positive approach when sorry we can not meet your request. when possible. request can not be met (Explain how you have tried)

