



Turning Customer Service on it's Head

OR: "13 WAYS" TO KILL CUSTOMER SERVICE

Worst Customer Service Experience Ever?



HOW DID YOU FEEL?



WHAT DID YOU DO
AFTER?



Examples From Your Community?

How did you resolve it?

What happened next?

Why is customer
service
important?

WE EXPECT IT IN BUSINESS,
BUT DO WE EXPECT IT IN OUR
LOCAL GOVERNMENT?

Why is customer service important for businesses?

- ▶ **Improve brand loyalty:**

Customer service represents what the business stands for. Customer service directly impacts how committed people can be to a business.

- ▶ **Retain existing customers:**


Satisfied customers are more likely to return and make repeat purchases, leading to increased revenue. It's easier and more cost-effective to retain customers than acquire new ones.

- ▶ **Attract referrals:**

Customers who experience good or great customer service will recommend that business to friends and family. Often, these people are willing to pay more to keep receiving the same kind of (premium) service.

Why is customer service important for businesses?

- ▶ **Retain employees:** It's nicer to work for companies that treat their customers fairly. Employees are more likely to become advocates for the business, stay with the company longer, and be fully engaged in their work.
- ▶ **Strengthens company culture and streamlines processes:** When everyone at a business shares the same end goal of customer service, a culture of helpfulness is created and nurtured. This often leads to different departments or teams working together to solve problems.

A large crowd of diverse people is shown in a blue-tinted, semi-transparent overlay. In the top right corner, there is a solid green rectangular bar. The text is centered on the left side of the image.

What problems do we create
or enable by ignoring
customer service in local
government?

Customer Service

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How can we make
interactions with local
government unpleasant and
hard?

Two Parts of Customer Service

PEOPLE AND PROCESS

People Giving Poor Customer Service

▶ **Poor communication:**

- Fail to listen carefully to customers
- Show no empathy or speak in an impersonal manner.

▶ **Slow response times:**

- Take time to respond to phone calls and emails.
- Ignore people in person.
- Inconvenient business hours.

Training:

- Active listening skills
- Using a friendly and personal tone
- Set clear response time targets for emails, calls and other inquiries.
- Provide representatives with the tools and resources needed to quickly find answers and resolve issues.
- Automating some routine tasks can help speed up response times.
- Ask staff what they need to do their jobs more effectively

People Giving Poor Customer Service

▶ **Insufficient knowledge:**

- Staff has small range of knowledge

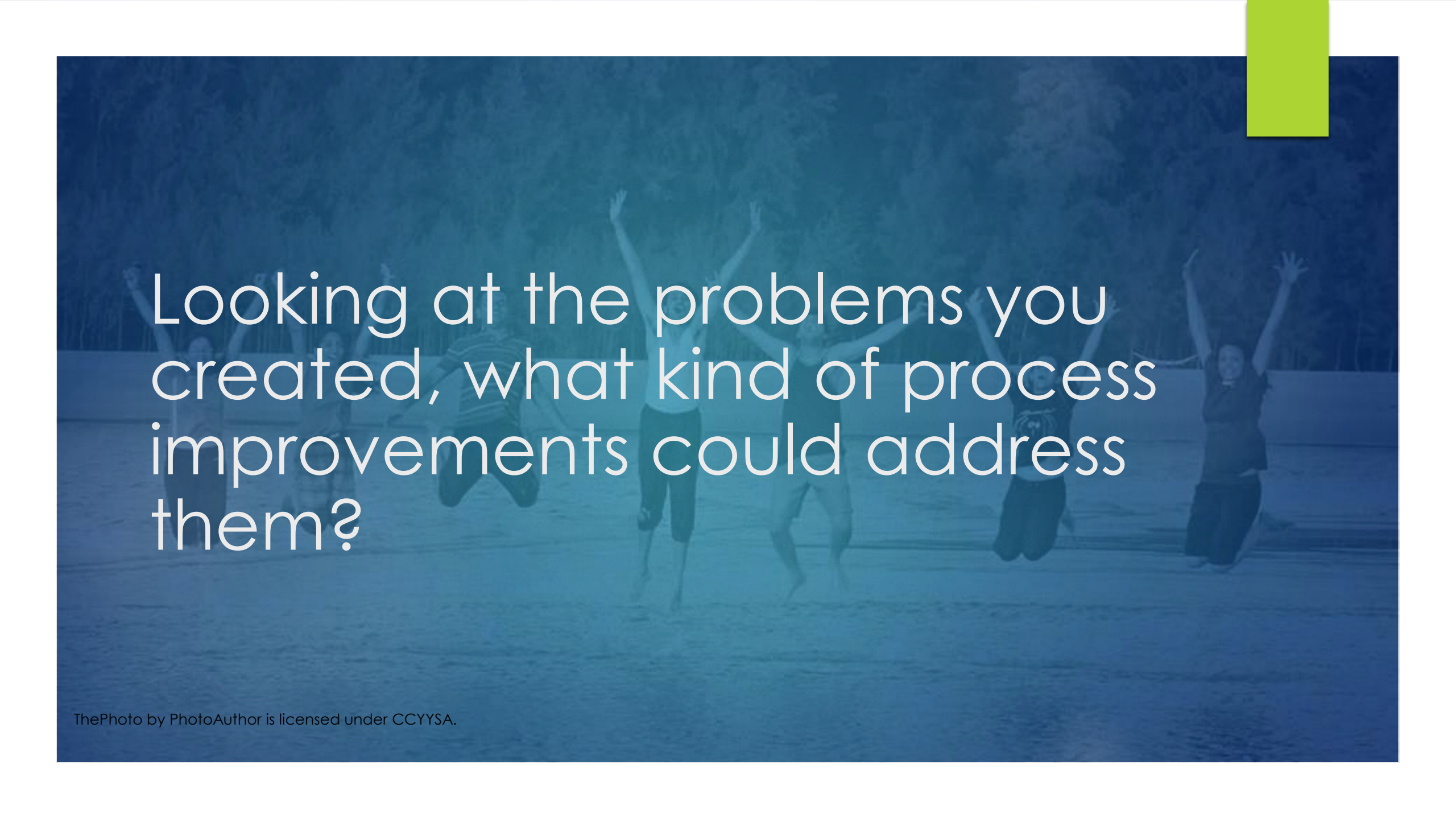
▶ **Representative disempowerment:**

- Make sure staff does not have the authority to make decisions
- Escalate issues to managers to slow resolution.
- Leave staff to flounder on their own without managerial support.

Training:

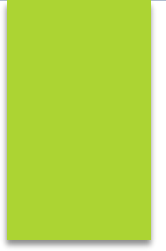
- Staff should have a good understanding of how local government works
- Create FAQs and quick references to help staff find answers easily. Especially important when contentious community issues arise.
- Create clear guidelines to allow staff to resolve issues
- Offer backup and support

Processes that support poor service



Looking at the problems you created, what kind of process improvements could address them?

Report Out



Bringing It All
Together

