

*Customer Service Excellence  
How Businesses and Communities Can  
Win!!!*

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Why do your  
customers/clients/guests  
come back (to you)?

# 2021-2022 trends...

- **91%** of customers who are unhappy will just leave without complaining.
- **48%** of consumers expect specialized treatment for being a good customer.
- Consumers will pay **17%** more to do business with firms with great reputations when it comes to customer service.
- Attracting a new customer is **6-7** times more expensive than retaining a current one.
- **90%** of customers are influenced by positive social-media reviews when buying a product/using a service.
- The average American tells **15** people when they've had a poor customer service experience.

*One of your most important  
asset when it comes to  
Customer Service?*

# *Your crew...*





*Are your employees stuck?*

*Are they happy?*



How can your  
employees provide  
great service if they  
are stressed?



Meeting Expectations  
vs  
*Exceeding* Expectations





**KEEP  
CALM  
AND  
GIVE ME  
A TEN**

# *Reasons for Bad Service!!!*

## *(Having a bad day...)*



How do you keep doing the  
*impossible* to the *ungrateful* with  
a smile?



**OPEN  
MIC**

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Your **boss** is your customer:  
What are all the things your  
customer could possibly want from  
you in a typical day?

# STEPS TO GREAT CUSTOMER SERVICE

1. Put *customers/clients/guests* first
2. Know your customer
3. Respect your customer
4. Train your staff
5. Measure customer satisfaction



# Customer Service Attitude

## Rule #1

The customer is always right.

## Rule #2

If the customer is ever wrong,  
re-read Rule #1.

Customer is  
always right?

# NONVERBAL COMMUNICATION

Annoyed

This sucks

Can you help me?

Good job

Don't interrupt me!

I'm so excited!

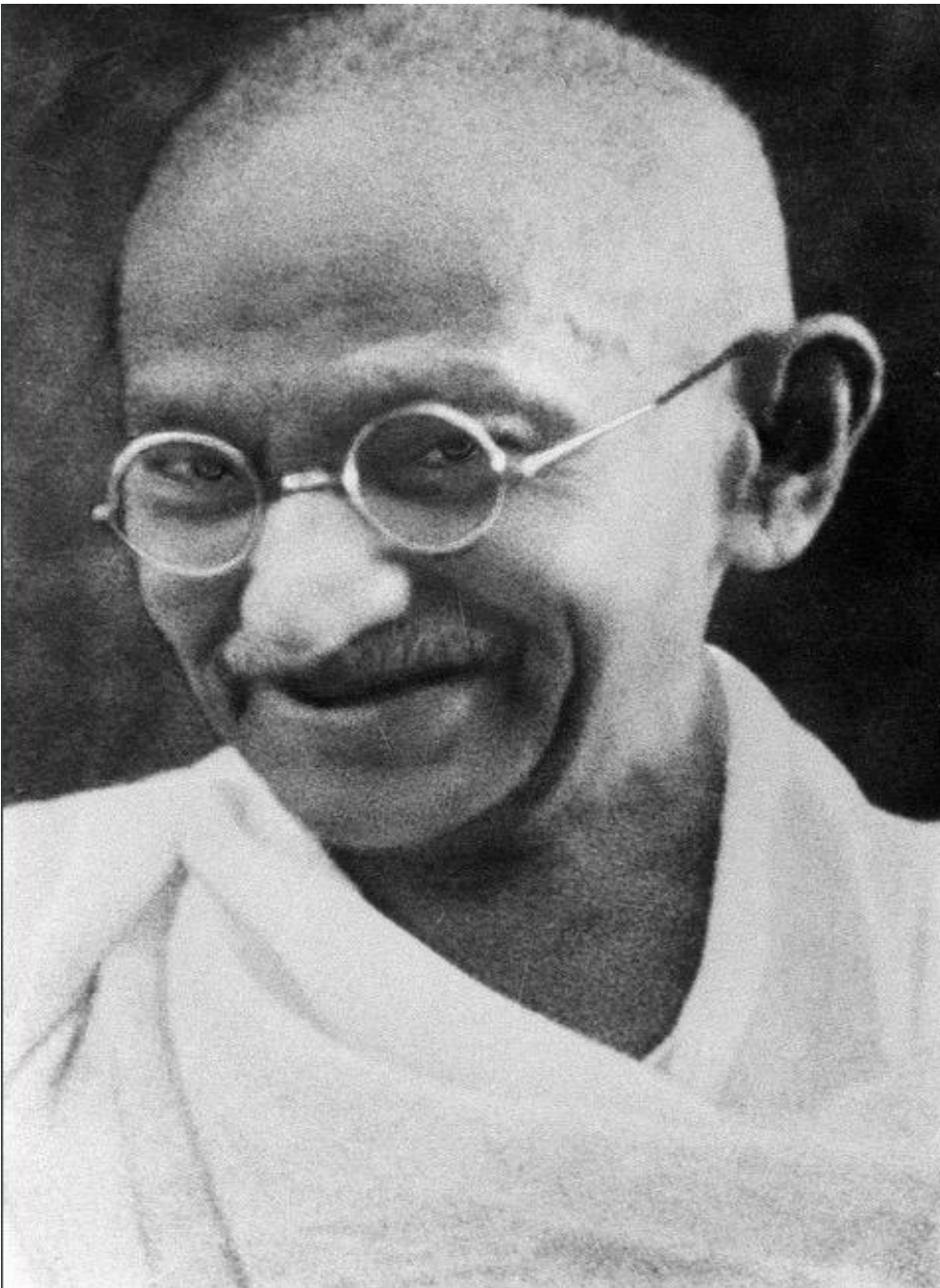


*Genuine service starts at*  
*Home*

*LOVE THY STRANGERS*  
*KEEP IT REAL!!!*







***A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.***

***Mahatma Gandhi  
South Africa 1890***



# WHEN THINGS GO WRONG

One dissatisfied customer will tell 9 – 15 people  
13% of dissatisfied customers tell 20 or more  
Happy customers tell 4 to 6 people.

- White House Office on Consumer Affairs

*L - Listen A - Apologize S - Solve T - Thank the customer*

**MY QUESTION**

*Do you Care?*

CREATE A **SUPERHERO** (EMPLOYEE) WITH  
IDEAL SKILLS/TRAITS, WHO PROVIDES  
EXCELLENT CUSTOMER SERVICE  
GROUP ACTIVITY!!!



## **EXCELLENT CUSTOMER SERVICE SKILLS**

- 1. PATIENCE**
- 2. EMOTIONAL INTELLIGENCE**
- 3. ACTIVE LISTENING**
- 4. TENACITY**
- 5. PROBLEM-SOLVING**
- 6. CREATIVITY**
- 7. PRODUCT KNOWLEDGE**
- 8. PUNCTUALITY**
- 9. INFORMATIVE**
- 10. ADAPTABILITY**
- 11. EMPATHY**
- 12. CURIOSITY**
- 13. CONSISTENCY**
- 14. CONFIDENCE**
- 15. PROACTIVE**

Create a **Superhero**(employee)with ideal skills/traits, who provides excellent customer service – group activity!!!



Give em' the pickle

<https://www.youtube.com/watch?v=ISJ1V8vBiil>