Memorable Customer Service

Creating Emotional Connections

Key Customer Service Principles

– Keep it streamlined and simple
– Turn every customer interaction into a defining moment
– Recognize the importance of psychology in service

– Service involves the five senses
– Pay attention to detail

Become a Service Sensation

Customers Want

VALUE
The Importance of a Written Service Strategy

Every company should have a written service strategy

Three Steps of Service
1. A warm and sincere greeting. Use the guest’s name.
2. Anticipation and fulfillment of each guest’s needs.
3. Fond farewell. Give a warm good-bye and use the guest’s name.

Anticipatory Service
looks like...

Expressed vs. Unexpressed
STAYING IN-THE-MOMENT

THE POWER OF SURPRISE & DELIGHT

Degree of Delight

- Experience will always be remembered
- Experience will probably be remembered
- Experience will not be remembered

Degree of Expectation

- Unexpected response
- Expected responses