

Corporate & Association Meeting Planners

PressBox

Some recent Nancy sightings have been:

- Florida Vacation Rental Managers - Orlando, FL
- National Assn of Mortgage Brokers - Indianapolis, IN
- Texas Assn of Personnel Consultants - Austin, TX
- Pech Optical - Sioux City, IA
- Churchill Downs - Louisville, KY
- National Marine Distributors - Rosemont, IL

Nancy's programs are content rich and full of humor.

For a "Nancy" demo & information packet, call 800-882-9911 and ask for Donna or Valerie. You'll be glad you did!

Nancy also provides spousal and exhibitor boothmanship programs as well as keynotes and workshops.

Make the most of yourself for that is all there is of you.
~ Ralph Waldo Emerson

As we enter our **25th YEAR** in the training industry, we thank all those corporations and associations who have supported Telephone Doctor throughout the years to enable us to be the leader in customer service training.

If you have any old, fun Telephone Doctor stories, we'd love to hear from you. Email them to press@telephonedoctor.com.

Thank you!

Nancy Friedman

The Friendly voice

30 Hollenberg Court
St. Louis MO, 63044
© 2008
Telephone Doctor, Inc.

Editor:
Valerie Phillips

Publisher:
Nancy Friedman

Designer:
Pete Broeder & Company

Printer:
Garlich Printing

Phone: 800-882-9911
info@telephonedoctor.com
www.telephonedoctor.com

The Friendly voice

TELEPHONE DOCTOR
CUSTOMER SERVICE TRAINING

"Improving the way your organization communicates with customers."



Summer...
year 2008

How to Keep Customers Knocking on Your Door

By Nancy Friedman *The Telephone Doctor*



What's the biggest and most costly customer service mistake in business today? Simple -We're just not friendly enough.

Customers should be treated as welcome guests; instead, they're often treated as an interruption or an annoyance.

How can you make them feel welcome? Consider bringing your staff together to discuss frustrating customer events. How they were handled. How it could have been done. Not having a customer service training program in place can cost every organization revenue and customers. Poor customer service creates a negative image for the entire organization, no matter how wonderful the products or services are that you offer.

Here are three of the biggest mistakes that are most likely to anger customers into a lifelong resentment toward an organization:

MISTAKE 1: NOT SMILING

Solution: Smile. Insanely simplistic. On the phone or in person, we need to understand why a smile works – because you can hear a smile. OK...sometimes we don't feel like smiling. Well ya know what? Smile anyway. The customer doesn't care if you feel like smiling or not. Frankly, I'd rather have the customer think your office is closed than to have you answer the phone or greet someone in a negative mood.

MISTAKE 2: NOT ACKNOWLEDGING A CUSTOMER'S REQUEST OR PROBLEM

Solution: Rapid responses. We have a so-called "mental stamp" at Telephone Doctor that reads "RR," which means, "This request or piece of information needs an immediate and rapid response." Requests and problems need to be handled sooner than later. Delaying a request can cause more problems than the original request.

Another good habit to get into is to ask the customer: "By the way, when would you be needing this?" Our surveys found that when a customer is asked when they would like to receive the requested item, 80% did not automatically respond, "I need it now." Thus, you don't have to promise, "I'll get that to you right away." Often, customers won't need something until tomorrow or next week. Asking for a timetable is good customer service. And, by the way, "as soon as possible" is not a time. Confirm a date or time.

MISTAKE 3: IMMEDIATE REJECTION OF A REQUEST

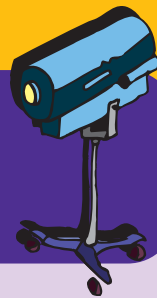
Solution: Be a "double-checker." It's so easy to tell people, "We don't have it" or "Sorry, it's past the deadline" or "We ran out of that report." Instead, use a soft rejection: "The last time I checked it wasn't available, let me double-check for you." This simple statement immediately defuses some of the tension of not being able to fulfill a request. And often when we do double-check, we find a way to get what the person wanted after all.

Conclusion: To make these techniques happen, the entire staff, from president to maintenance, needs to embrace the customer service program or it might not work. The organization's entire image is at stake since it is unlikely to get a second chance.

Don't have time? Make time. What or who is more important than those customers? You'll be surprised at how much fun it is to hear a customer say, "Thanks, you've been super."

Client Spotlight!
AAA Missouri

By Sheila Vasel
Training Instructor - AAA St. Louis



AAA Missouri is known for helping motorists stranded by the side of the road. It's our signature service. But our organization provides a myriad of other products, services and benefits to more than 1.2 million members in our seven-state territory. Our high-quality financial and insurance products allow members to rest more easily knowing they have the protection they need. Our automotive and member services provide members with convenience and added value. Our travel agency can help customers plan leisure and corporate trips anywhere in the world. And while we must keep our eyes on a variety of business lines and products, our singular focus is on providing great customer service, whether in person or over the phone. In addition to a large Call Center at our St. Louis-based headquarters, we have approximately 60 branch offices spread throughout those seven states in the Midwest and South with more than 1,000 employees, and all of them emphasize going the extra mile to keep members satisfied.

To support our organizational culture of providing legendary service, we developed our Five Diamond Customer Service Training Program, during which we use the Telephone Doctor's videos to build skills for treating customers with care and professionalism. It is critical that no matter what department, office or state our employees are working in, they must all embrace that unshakable dedication to service. Whether our members are in New Orleans, LA, or Evansville, IN, or Kansas City, MO, we want them all to be so pleased with their service that they'll remain members and recommend us to their friends and family.

Upon completion of the Five Diamond Customer Service training in the classroom, participants finish the program by demonstrating their new skills on the job. Once the employee receives three letters or recommendations noting instances when they provided outstanding service, our company president, Art Johnson, then presents the employee with the Five Diamond Service Award plaque that they can proudly hang at their desk. It is an organizational achievement that ties directly to our corporate values, is strongly endorsed by our president and supported throughout the company.

For more than 100 years, AAA has been built upon exceptional member service and providing it will continue to be our guiding principle.

Telephone Doctor salutes all AAA offices around the country for their high standards and use of Telephone Doctor training material. **THANK YOU!**

MANAGEMENT DEVELOPMENT DVD's

What is your organization doing to equip your leaders with the skills they need to handle complex managerial issues? The Newmarket Learning brand offers powerful and innovative training courses designed to improve the performance of your supervisors and managers.



Current Titles include:

- **Delivering Feedback:** *Fixing Performance Problems*
- **A.I.M. for Development:** *Setting Personal Development Objectives that Work*
- **A Question of Evidence:** *The Behavior-based Interview*
- **Coaching:** *The Power of Questions*

And coming SOON -

- **Gaining Commitment:** *Setting Performance Objectives That Work*

For a no charge preview please visit www.newmarketlearning.com.

Don't Quit

When things go wrong, as they sometimes will,
When the road you're trudging seems all up hill,
When the funds are low and the debts are high,
And you want to smile, but you have to sigh,
When care is pressing you down a bit,
Rest, if you must - but don't you quit.

Life is strange with its twists and turns,
As everyone of us sometimes learns,
And many a failure turns about,
When he might have won had he stuck it out;
Don't give up, though the pace seems slow -
You might succeed with another blow.

Often the goal is nearer than
It seems to a faint and faltering man,
Often the struggler has given up
When he might have captured the victor's cup.
And he learned too late, when the night slipped down,
How close he was to the golden crown.

Success is failure turned inside out -
The silver tint of the clouds of doubt -
And you never can tell how close you are,
It may be near when it seems afar;
So stick to the fight when you're hardest hit -
It's when things seem worst that you mustn't quit.

Author Unknown

DVD Training Course - FREE PREVIEW



Influencing The Interaction

The newest member of the Complete 18 Module DVD Training Library, *Influencing The Interaction* identifies six practices which will help service providers offer a more positive experience for their customer. This 20 minute DVD-based course includes comprehensive leader's guide, desktop reminder cards and renewable workbook duplication rights. Long-term license is \$495. To request a free preview, please write to info@telephonedoctor.com or visit telephonedoctor.com.

Common Sense For Sale

By Nancy Friedman

Customer Service - common sense? Well if it is, why isn't everyone doing it?

How many times do you walk out of a store, or hang up from a call, saying, "I'll never go there again?" Being nice? It's just common sense, isn't it? Well, maybe, maybe not. We got a man to the moon, certainly we can learn to give great customer service.

As we enter our 25th anniversary of Telephone Doctor, here's a reminder of how it started: In 1982 I called my insurance agent, and told him to "cancel all my policies." No easy job, we were his largest account. He wanted to know what happened. So I told him, "Your people stink. They're so rude, so abrupt, so unfriendly, so unhelpful. I just don't want to work with you any more." He said, "You know, Nancy...you're right. When I call your office, I'm treated like a king. And I'm not even a customer." I told him: "Michael, we treat our wrong numbers better than you treat your customers."

He asked me to come to his office and show his staff what they should say and do. So I went and told them to say "thank you;" say "please;" say "you're welcome." I felt sort of silly at the time. But after the short session, the president of the insurance agency said, "Thank you so much Nancy, we really learned some new things." So sad...but true!

Always Remember This

Nobody will believe in you unless you believe in yourself. - Liberace

Web-based Customer Service Training Library
www.ServiceSkills.com

******* 5 Star Review *******
This is what one of our ServiceSkills clients is saying about the training they are receiving:

"Dear Service Skills: I have just completed the entire agenda of courses arranged for my benefit by Handyman Connection. I must say, even though I have been in customer service all my business life, I learned a considerable number of new (to me) techniques and approaches to give to my staff. I have been asked to recommend 5 or 6 of the courses that I consider outstanding. This is difficult because I think they all are outstanding. Thank you again for the opportunity to increase my customer service skills."

Handyman Connection
USA



Telephone Doctor Onsite Instructor-Led Workshops

Give Companies the 'Edge'

SAVE \$100 per workshop or SAVE EVEN MORE by booking multiple sessions. Regularly \$3,000 per workshop; book by September 30 and save \$100. Book 2 or more workshops and each workshop is only \$2,500.

Our Instructor-led Workshop Division offers onsite training sessions for delivery at your organization or off-site meeting. These comprehensive half-day training workshops feature an interactive presentation delivered in a classroom format for up to 25 attendees per workshop.



Always gets RAVE reviews!

For information and a no-obligation quote, please contact CT@telephonedoctor.com.