

CUSTOMER SERVICE

Refresher

Public Works
PW11 WD Team
Apr 2020

Lesson Objectives



Upon Completion of the training you will be able to:

1. Define Customer Services
2. Realize the big picture and understand your associated role
3. Identify our Customers
4. Understand the significance in developing good work ethics.
5. Recognize good and bad customer service.
6. Identify quality internal/external customer service practices.
7. Determine various ways to achieve customer loyalty
8. Consider business etiquette in the workplace

Customer Service



Traditional Customer Service provided by a company to those people who buy or use its products or services.

NAVFAC MIDLANT strives for “**Excellent**” Customer Service by creating a positive and memorable experience while meeting/exceeding customer(s) expectations.



Mission

NAVY MISSION: To maintain, train and equip combat-ready Naval forces capable of winning wars, deterring aggression and maintaining freedom of the seas.

NAVFAC MISSION: The Naval Shore Facilities, Base Operating Support, and Expeditionary engineering systems Command that delivers life-cycle technical and acquisition solutions aligned to Fleet and Marine Corps priorities.

Customer Service contributes to mission success.

YOU ARE THE FACE OF NAVFAC

- NAVFAC's overall service quality depends on the caliber of each individual's work efforts in achieving organizational objectives.
- Realize your purpose, foster a sense of self pride for your chosen profession, and value what you do because it matters.

Our Customers



There is no Us without Them



Sailors and Marines



Public Works Business Line

Work Ethic



- Link Organizational culture and employee behavior
- Maintain good performance quality and ways to improve upon previous performance.
- Adopt the organization's Vision and embody it's Core Values

Vision and Core Values



NAVFAC Vision

We strengthen Navy and Marine Corps readiness through our work across the facility lifecycle and our support of the shore expeditionary mission.

NAVY Values:

- Honor**
- Courage**
- Commitment**

Vision and Core Values cont.

- An organization's Core Values serve to attract new employees who share similar values or at least are comfortable with the organization's values (Hitt, Miller, & Colella, 2011, p. 507).
- Values are abstract ideal related to proper life goals and methods for reaching those goals.
- Individual values often lie beneath groups of attitude.
- Values are more general than attitudes and form the basis for how we should behave.
- Adopt the organization's Vision and embody it's Core Values
(Hitt, Miller, & Colella, 2011, p. 511)

Think About It...

- Recall an unfavorable customer service experience you endured.
 - How did you feel as a result?

- What does “excellent” customer service mean to you?



Types of Customer Service

□ 2 Types of customers

1. **External** - Individual(s) that purchases a product or service.
2. **Internal** – Management, Supervisors, Coworker(s), Subordinates

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□ How you deliver your product and service to the customer entails the following:

- **Accessibility** – Are you accessible.
- **Efficiency** – The level of proficiency in your job performance?
- **Cost-effectiveness** – Are your goods or services cost-effective to customers.
- **Satisfaction** – Have your actions resulted in customer satisfaction?

(Penny, 2019, para. 1)

External Customer Service



- Provide quality service.
- Render proper professional courtesy.
- Be a trustworthy NAVFAC ambassador.
- Treat people the way they want to be treated.
- “Excellent” customer service contributes to job security.

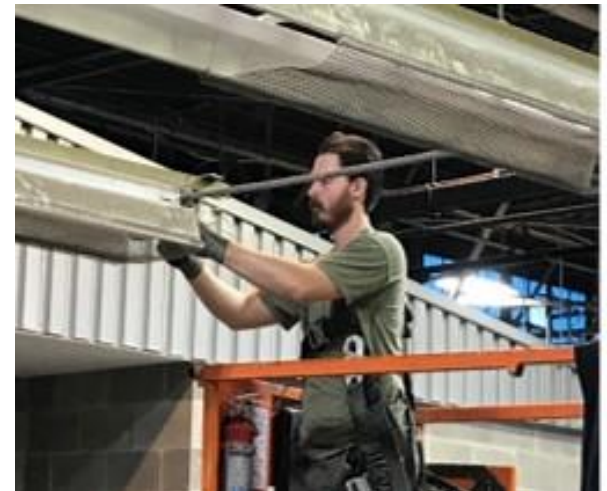
Internal Customer Service

- Treat others the way they want to be treated.
- It all comes down to showing respect and rendering common courtesy to colleagues.
- It is not the place, it is the people that can make a positive or negative work environment.
- There has not been a law written that mandates everyone to like each other. However, as professionals each of us can find common ground i.e. the mission which enables us to put differences aside in order to reach set objectives.
- If you put fourth the effort to treat external customers well, why not do the same for internal customers i.e. your colleagues.

Customer Loyalty



- ❑ Customer loyalty is hard to win and easy to loose.
- ❑ Going above and beyond with your customer service will yield happy customers.



Transforming Disgruntled Clients



1. Let customers vent their feelings.
2. Remain objective; avoid labeling customers' emotions or passing judgment on them.
3. Promptly apologize and accept responsibility for the problem.
4. See the complaint for what it is.
5. Wait until the customer finishes expressing a complaint and then respond with a solution.

Transforming Disgruntled Clients



6. Thank the customer.
7. Fix the problem quickly.
8. Follow up with the customer.
9. Ask yourself, "What changes can be made to our process so this complaint does not occur again with this customer or other customers in a similar situation?"



They Rely On You

From the newest recruits at home to our troops overseas, Sailors, Marines and other Clients depend every day on your expertise, dedication and passion for excellence.

Anticipate their needs. Deliver the best products and services.

Seize the opportunity. Exceed Client expectations.

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."



Scenario “Mistaken Identity”



Gary has been a repair technician at Excalibur Heating and Cooling for exactly one week.

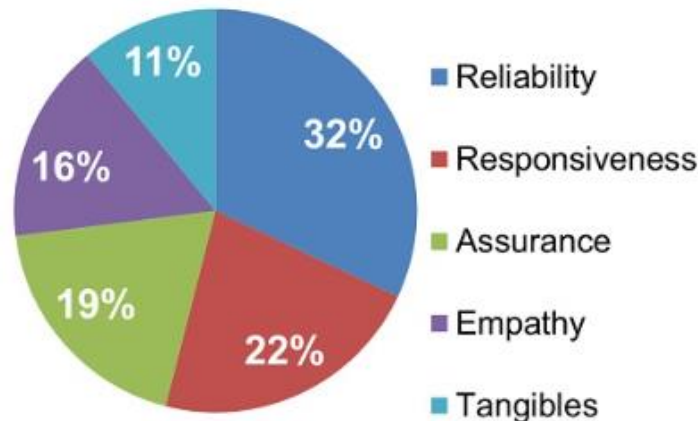
During a non-emergent service call he met with the client Ms. Clayton, the Operations Manager for Bright Horizons Home Healthcare. In the course of their conversation, Ms. Clayton expressed how deeply upset she was with the service being that he was at her place of business two-weeks ago for the same problem which he failed to fix. Gary tried to inform Ms. Clayton that the technician she is referring to was not him because he has only been with the company for one week but she insisted that it was him. Instead of getting into a debate regarding the identity of the mystery technician Gary chose to apologize for the inconvenience that unresolved repairs have caused. Shortly after that he obtained details regarding the malfunctioning unit then fixed the problem. Before leaving he provided Ms. Clayton with information regarding the root cause of the problem, corrective actions performed, and actions to take in the event this problem reoccurs.

Think About it...

1. Do think Gary handled the situation properly?
Why or why not.
2. Is there anything additional Gary could have done during the interaction that could have aided in resolving the client's concern?
3. Are there any lessons learned from this encounter that could be implemented the service call process to help avoid another occurrence of this nature? If so what?

What customers want

- Give each customer & coworker your undivided attention.
- Respond to questions or requests within a reasonable time frame.
- Customers want “EXCELLENT” customer service:



Business Etiquette in the Workplace

- Respect other people's time.
- Don't interrupt people in conversations or in meetings.
- Watch your language.
- Pay close attention to cleanliness, and avoid using products with powerful scents.
- Avoid eating at your desk if possible, particularly in open-plan offices.

Business Etiquette in the Workplace

- Keep the noise level down.
- Respect other people's personal space.
- Don't gossip.
- If you're sick, stay home to prevent spread of disease.
- In general, avoid discussing religion, politics, or other potentially emotional issues.



Remember

YOU ARE THE FACE OF NAVFAC.

The End

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