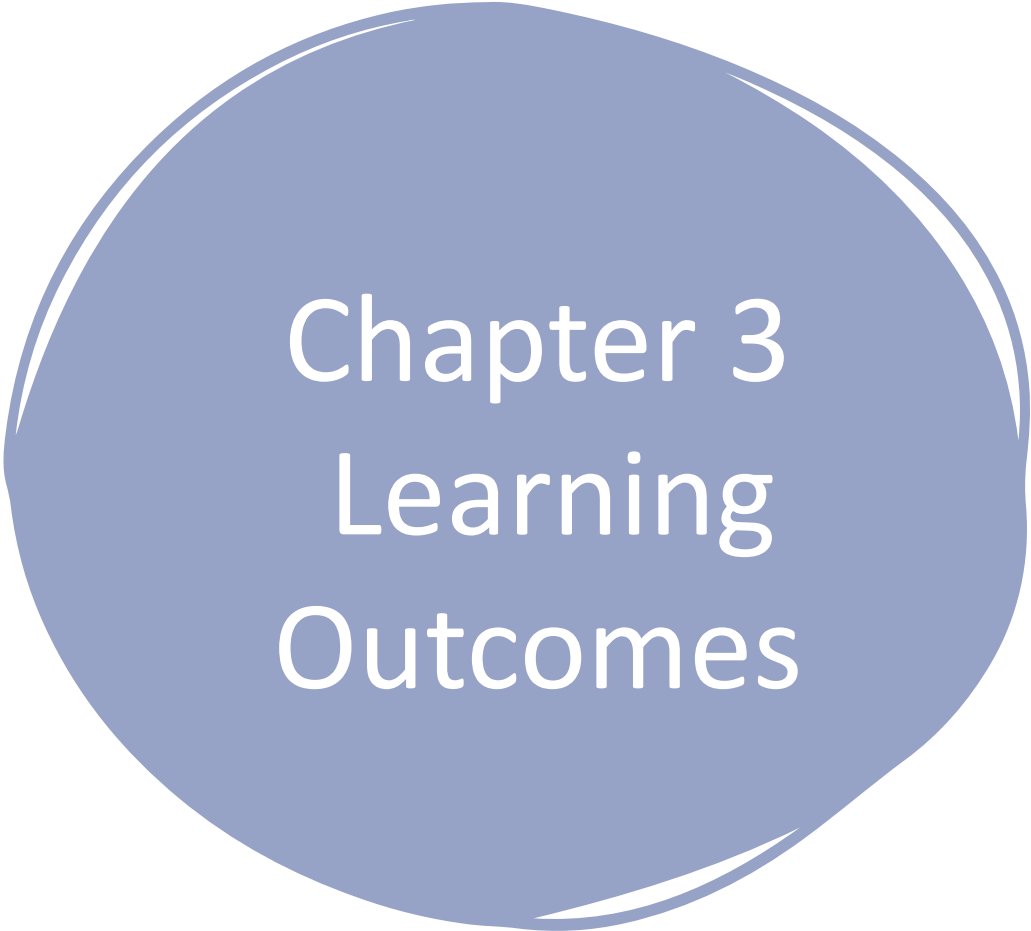


Managing a Customer Service Team





Chapter 3 Learning Outcomes

1. Describe how to create a customer service philosophy for your company, department or team.
2. Explain the purpose of having service standards and goals.
3. Describe why it is important to set SMART goals for customer service teams.
4. Explain why it is important to measure service quality.
5. Identify obstacles to outstanding service.
6. Describe what service recovery looks, sounds, and feels like.
7. Suggest ways in which to improve service quality.
8. Identify the costs of poor customer service.

Customer Service Philosophy: Vision Statement

A customer service philosophy is a shared mission for the company's support team.

The first section of a customer service philosophy is a customer service vision statement.





Customer Service Philosophy: Service Values

Service values are created after the vision statement. Customer service values impact the experience the customer receives and they help to define the personality and attitude the business is trying to put forth.



Develop Service Standards

Service standards are guidelines for employees to follow when interacting with customers.

Do not make them too rigid or strict as not all standards will apply to every customer situation.



Photo by **Andrea Piacquadio** from **Pexels**

Develop Customer Service Goals

Setting customer service goals can serve an important role in managing service teams.

Good goals focus attention on the right things, while poorly shaped goals focus attention on other things. Set SMART goals.

Train Your Team

Teaching members of staff the competencies, knowledge and skills required to increase customer satisfaction should increase customer retention resulting in increased revenue.



Evaluate service Quality

As a service manager you continually need to be evaluating the quality of customer care your team provides.



Photo by **Lukas** from **Pexels**

Key Performance Indicators (KPI)

KPIs measure how effectively a company is achieving its goals against a set of targets, objectives, or industry peers.

Two Service quality metrics:

- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)





Identify Obstacles to Outstanding Service

Some of which may include the following.

- Ineffective employee incentives
- Ineffective or inefficient service systems
- Ineffective policies, processes, or procedures
- Lack of communication
- Unanticipated customer demand



Improve Service Quality

Great customer service is just the first stage, but by making sure you build in analytics and other ways of measuring this success, service can be quantified and progress can be measured.



Improvements

- Empower your employees
- Make doing business easy
- Provide employees with feedback and training
- Implement an effective rewards program
- Evaluate your personal management skills

Optimize Service Delivery

1. Communicate with customers
2. Set customer expectations
3. Automate when possible
4. Schedule employees effectively
5. Foster a strong culture





Costs of Poor Service

Not listening to customers is one of the biggest mistakes companies can make. It may lead to angry customers, lost business, and damaged company reputation.

Chapter 3: the End
