CREATING AN EXCEPTIONAL SERVICE EXPERIENCE

Think back to a time when you had exceptional customer service. You may remember the service was way above normal standards – certainly far better than you expected. What made it memorable, and how does that apply to you?

Exceptional customer service is something all of us should be doing every day – whether our customers are our co-workers or those outside UAB. But why? Our daily attitude at work represents not only who we are, but UAB’s brand, mission, and values. It encourages others to return to us for information and assistance because they know we will give them exceptional customer service. With continued excellent customer service, these are the ones who are more likely to offer you information or assistance when needed or remember you when an opportunity appears.

Exceptional customer service, whether internal or external, should not be done with the expectation of receiving something in return. We should give others exceptional customer service simply because it’s the right thing to do.

CALL TO ACTION:

1. Talk with someone about your exceptional customer service moment and ask him or her about one he or she remembers. Ask yourselves, “What can we do to give exceptional customer service experiences like that one?”
2. Give 3-5 people (internal or external) exceptional customer service this week, and share your experiences with others. We hope that all of your exceptional service attempts will be great so that you can share with others. If they are, try it with 7-10 people next week. Soon, you’ll be a pro!
3. Watch one of the videos below with a friend or co-worker if possible. Discuss how you can implement some of the ideas or what you’ve learned.

KEEP ON LEARNING

- Watch Jeff Toister’s video, Define Outstanding Customer Service, from LinkedIn Learning. (3m 45s)
- Watch Mark Sanborn’s video, How to Provide Extraordinary Customer Service: The Fred Factor (6m 5s) – This is a fantastic story about Mark’s postman, and how it lead him to write the book, The Fred Factor.
- To learn more about exceptional internal customer service, read the MediaCurrent article on Internal Customer Service.
- Join us for Creating an Exceptional Service Experience, on September 27 | 9am