CUSTOMER SERVICE

Human Resources
Pepperdine University

Being considerate is less about being polite and more about being mindful of the needs of others while creating win/win situations.

It should empower you to act in ways that consider the needs of others.

JOSEPH MICHELLI
THE STARBUCKS EXPERIENCE



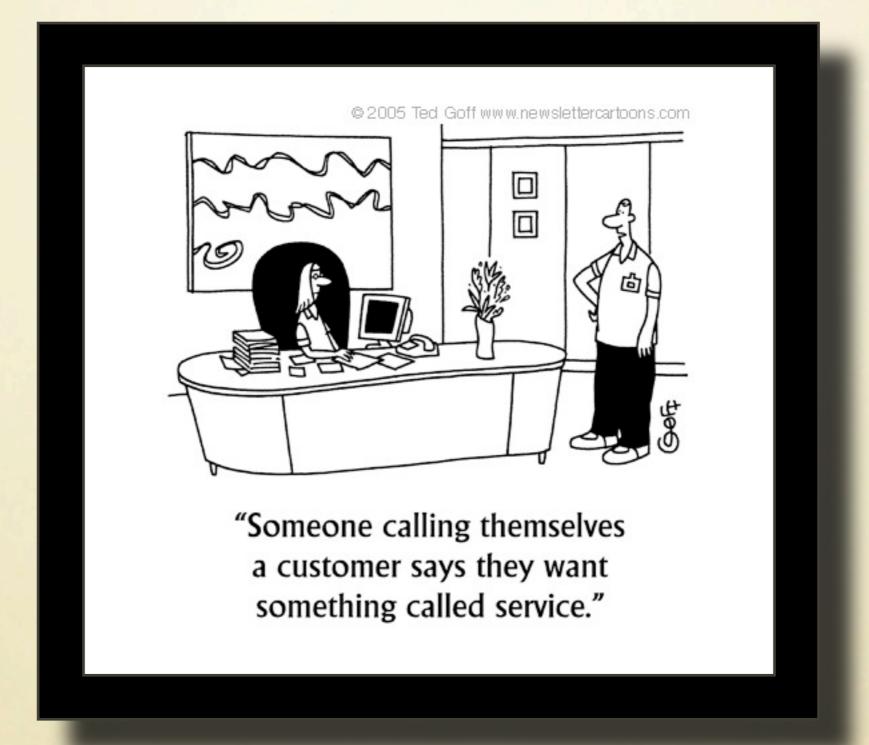
Moving Upstairs
To Our Purpose













DISSERVICE

IT TAKES MONTHS TO FIND A CUSTOMER, BUT ONLY SECONDS TO LOSE ONE...
THE GOOD NEWS IS THAT WE SHOULD RUN OUT OF THEM IN NO TIME.

www.despair.com



"Quality in a service or product is not what you put into it, but what the customer gets out of it."

PETER DRUCKER

Customer experience encompasses every aspect of a company's offering - the quality of customer care, of course, but also advertising, packaging, product and service features, ease of use, and reliability.

Yet few of the people responsible for those things have given sustained thought to how their separate decisions shape customer experience. To the extent they do think about it, they all have different ideas of what customer experience means...

CHRISTOPHER MEYER & ANDRE SCHWAGER HARVARD BUSINESS REVIEW



WORKPLACE INTERACTIONS

- Work Product (Clean, Typo-Free, Intuitive)
- Attire (Appropriate, Representative)
- Communication (Body Language, Tone, Verbal)
- Professionalism (Workspace, Punctuality, Pen/Paper)

The Starbucks sensation is driven not just by the quality of its products, but by the entire atmosphere surrounding the purchase of coffee: The openness of its store space, interesting menu boards, the shape of its counter, the cleanliness of the floorboards...

What Starbucks recognized long before its imitators was that the art of retailing coffee went way beyond product.

The details of the total experience mattered.

Every particular - from napkins to coffee bags, store-fronts to window seats, annual reports to mail order catalogues, tabletops to thermal carafes - seems to reflect the authentic and organic roots of Starbucks.

JOSEPH MICHELLI
THE STARBUCKS EXPERIENCE



The Credo

The Ritz Carlton Hotel is a place where the genuine care and comfort of our guests is our highest mission.

We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.

The Ritz Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.



The Motto

At the Ritz Carlton Hotel Company, L.L.C.,

"We are Ladies and Gentlemen serving Ladies and Gentlemen."

This motto exemplifies the anticipatory service provided by all staff members.



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.



\$100,000

Salt & Pepper Shaker



Service Values





Functional Values

- 10. I am proud of my professional appearance, language and behavior.
- 11. I protect the privacy and security needs of our guests, my fellow employees and the company's confidential information and assets.
- 12. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.



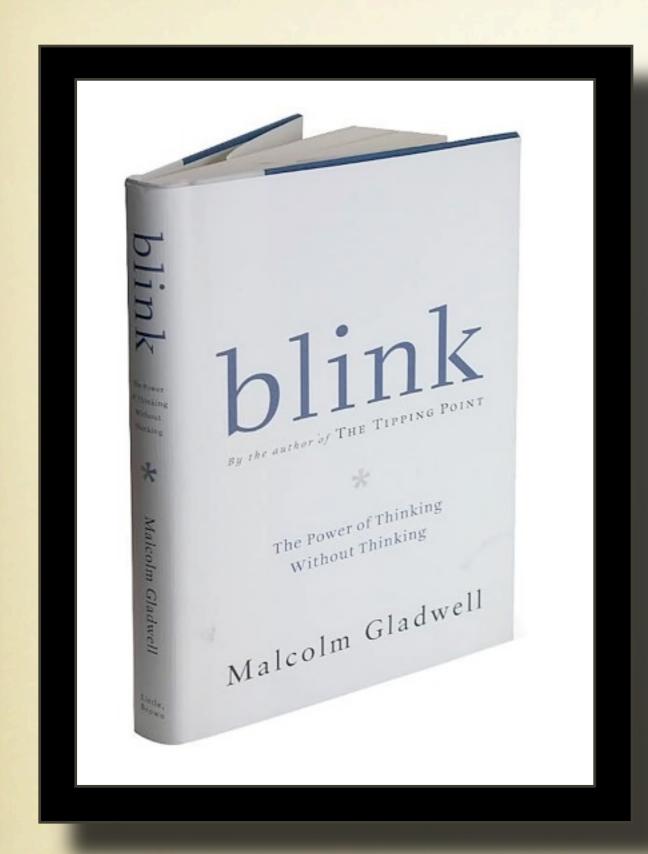
Emotional Engagement Values

- 5. I continuously seek opportunities to innovate and improve the Ritz Carlton experience.
- 6. I own and immediately resolve guest problems.
- 7. I create a work environment of teamwork and lateral service so that the needs of our guest and each other are met.
- 8. I have the opportunity to continuously learn and grow.
- 9. I am involved in the planning of the work that affects me.



Mystique Values

- 1. I build strong relationships and create Ritz Carlton guests for life.
- 2. I am always responsive to the expressed and unexpressed wishes and needs of our guests.
- 3. I am empowered to create unique, memorable, and personal experiences for our guests.
- 4. I understand my role in achieving the Key Success Factors, embracing Community Footprints and creating The Ritz Carlton Mystique.

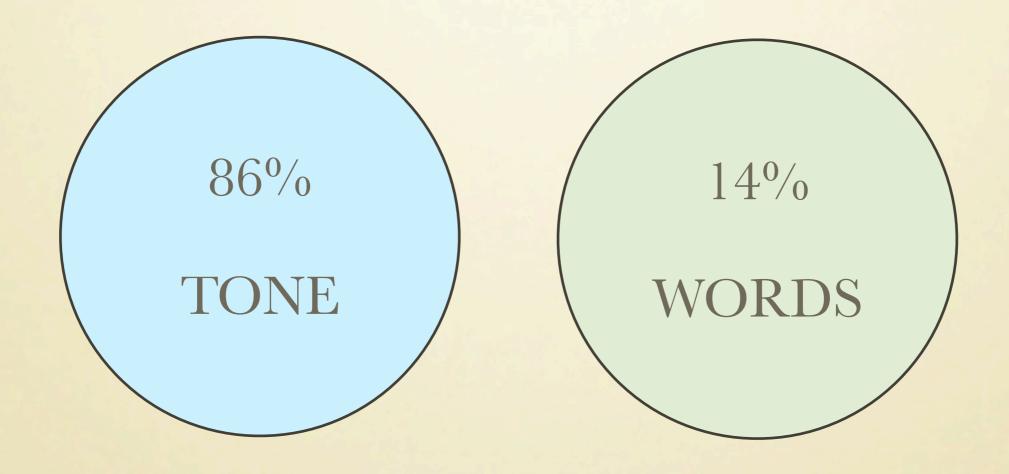


BLINK

Listening to Doctors

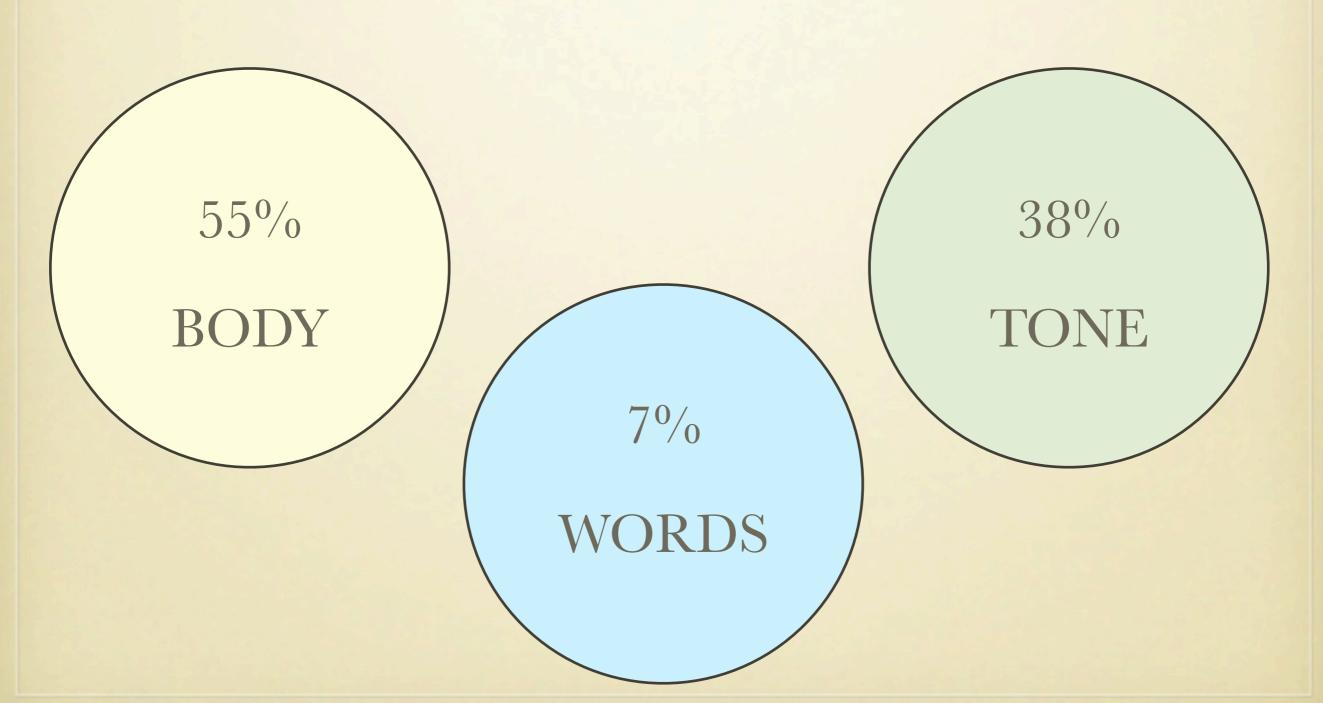
COMMUNICATION

On the Phone



COMMUNICATION

In Person



Demanding Constituents

Listen

Acknowledge Feelings and Frustrations

Apologize

Write it Down

Learn

"Everything you say; every thought you entertain; and everything you do has a direction, which serves as an advance or a retreat in respect to your pursuit of excellence.

Everything - regardless of size or intent - has bottom-line consequences; therefore, everything counts.

This is the golden rule of excellence."

GARY RYAN BLAIR EVERYTHING COUNTS