

Welcome to

SERVICE  
*FIRST*

The **KEY** to  
**Customer Satisfaction**

# Today's Topic

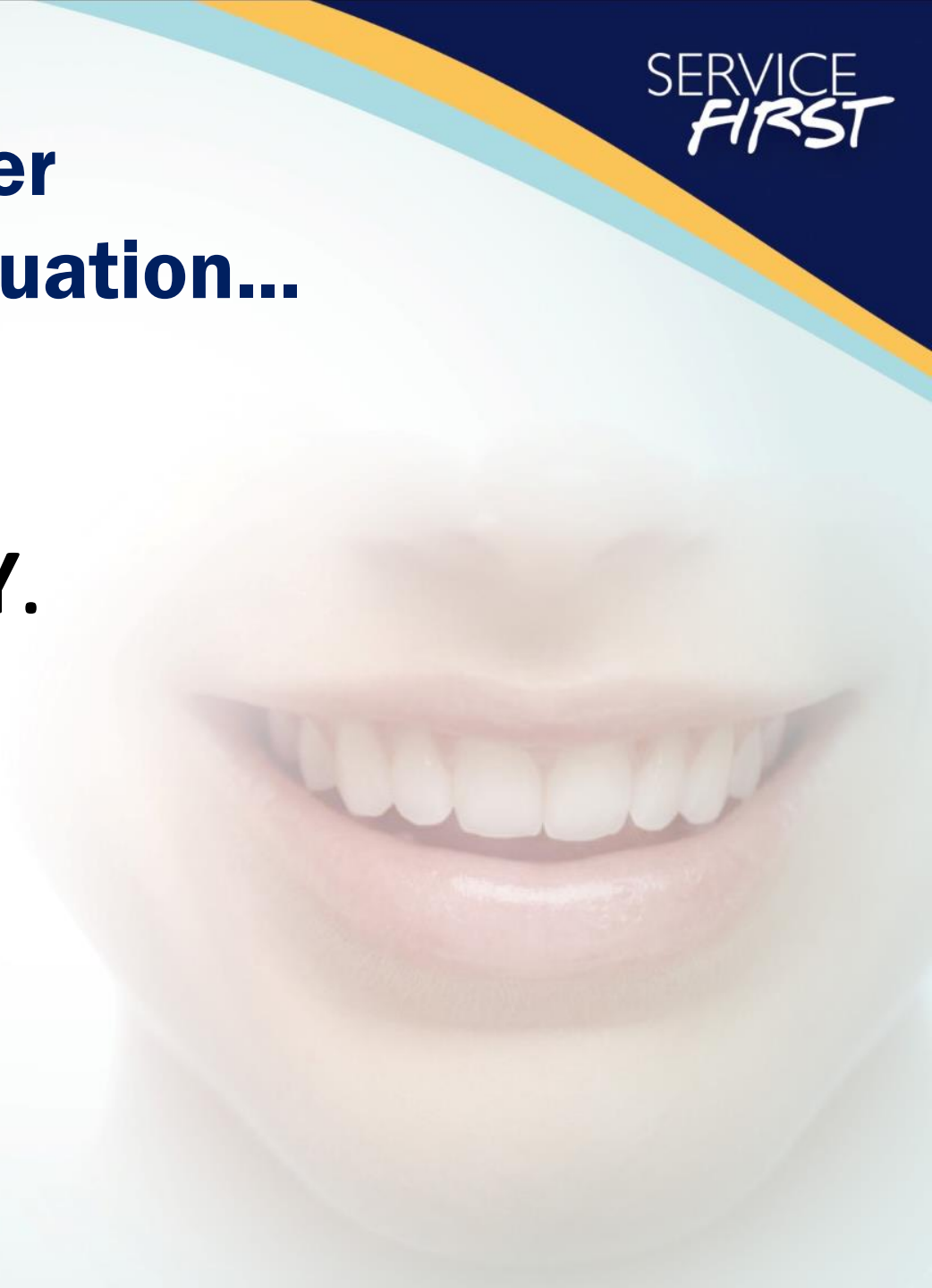
## Service Recovery

# Session Objectives

- Discuss the challenges of being empathetic
- Discuss the concept and application of “service recovery”
- Introduce the “Triple A” service recovery skills

# How The Customer Perceives The Situation...

**...is their REALITY.**



# Empathy

**Looking at things from the customer's point of view**

Promotes an empathetic, courteous, win/win attitude in our approach to our customer's needs.

# The Challenge

**No matter how hard we try, someone will be dissatisfied.**

- Listen with interest
- Apologize without blame
- Explain reasons for the problem
- Do not become defensive
- Leave a positive impression on the customer

# Challenges We Face Each Day

**Our challenges usually fall into one of these three categories:**

- Work priority conflict
- Co-worker conflict
- Systems/procedures conflict

# Service Recovery Means...

...taking positive steps to undo the damage done and restore the customer's faith in us and our organization.



# **Video Presentation**

## **Service Recovery**

# Triple “A” Service Recovery skills

- A: Apologize for the problem
- A: Admit the mistake
- A: Act immediately

# Why is it important to apologize?

**Even if you are not responsible for the problem?**

Customers want someone (the organization) to take responsibility for a service problem, regardless of who is at fault.

# Why Admit A Mistake?

**Does this communicate that we're not capable?**

**Of course not!**

Admitting mistakes is a good indicator of an organization's willingness to make things right when things go wrong.

# What Can We Do?

**When we let our customers down**

**What are your ideas?**

# Service Recovery Summary

- The importance of putting ourselves in our customers' shoes (empathy)
- Skills to help us face daily challenges
- The definition and application of “service recovery”
- The application of Triple A service recovery skills
- It's OK to admit mistakes

## Our Monthly Reminder...

In order for us  
to be a successful organization  
in serving the needs  
of our external customers,  
we must first be successful  
in serving each other.

**Next Topic...**

**EMPOWERMENT**