

# Promoting Professional Customer Service

Saturday, July 22, 2017  
4:00-5:00 pm  
APPA Annual Conference

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A large, textured sun is positioned at the top center, with rays extending downwards. Two stylized, fluffy clouds are placed on either side of the sun.

**WELCOME**  
WE'RE GLAD YOU'RE HERE!



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# Learning Outcomes

1. Understand why professional customer service is important from a **data** and **experiential** perspective
2. Define what exactly is professional customer service including **specific examples** you can take back to your institution
3. Identify ways that you can instill a **commitment** to strong customer service throughout **your organization**
4. Understand how to **measure success**



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**Customer:** one that purchases a commodity or service



**Service:** a helpful act, useful labor that does not produce a tangible commodity

CUSTOMER  
FRIENDLY  
SUPPORT  
INNOVATIVE  
POSITIVE  
PRECISE  
TIMELY



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Nearly 9 out of 10 U.S. consumers would **pay more** for a superior customer experience

*Source: Customer Experience Impact Report by Harris Interactive/RightNow*



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## Why is Customer Service Important?



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## In 2011, 86% of consumers quit doing business with a company because of bad customer service



Source: Customer Experience Impact Report by Harris Interactive/RightNow



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## In Small Groups....

1. Select a person to be a note taker, and a person to be a spokesperson
2. Review your scenario and as a group, discuss what could have been done to make for a more positive experience.
3. Report out:
  1. Share the scenario.
  2. How could the situation have been more positive?



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# How do you become a more Customer Focused Organization?



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# What does Success look like?



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For every customer  
who complains, 26  
others remain silent

*Source: White House Office of Consumer Affairs*



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Questions?



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# Thank You!

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