

# How You Doing on Customer Service in 2019?

Prepared for the MNFEA Conference (2019)

Joan Loshek

Loshek Consulting, Inc.

6120 3<sup>rd</sup> Avenue South

Minneapolis, MN 55419

(612) 869-6232

*kehsol@aol.com*

All rights reserved.



# Session Goals

- . REVIEW what customer service experts are saying about outstanding customer service in 2019.
- . VALIDATE 2019 customer service concepts for the festivals and events industry and those supporting it.
- . ASSESS your organization's customer service performance on key customer service drivers.
- . DETERMINE one action step you can take today to move the dial on customer service in your organization.

If you want to offer great customer service, then hire people who care about other people then give them the tools and the freedom to do it."

--Simon Sinek

Author of *Start with Why*

**"Have a culture of care and service."**

**--Seth Godin**

**Known as the ultimate  
entrepreneur for the  
Information Age**

"Hello, this is Microsoft Product Support, William speaking. How can I help you?"

--Bill Gates

Principal Founder of  
Microsoft

"This is an apology for the way we previously handled illegally sold copies of *1984* and other novels on Kindle. Our 'solution' to the problem was stupid, thoughtless, and painfully out of line with our principles. It is wholly self-inflicted, and we deserve the criticism we've received. We will use the scar tissue from this painful mistake to help make better decisions going forward, ones that match our mission.

With deep apology to our customers,

Jeff Bezos  
Founder & CEO  
Amazon.com"

"Customer relationships differentiate you from the competition in a way that customer service (or products) never can."

--Tom Peters

Author of *In Search of Excellence* and *A Passion for Excellence*

Responsible Apologize

Tools

Authority

Relationships

Caring

Contrite

Culture

Sincere

Freedom

Mission Leadership



Does this word cloud accurately represent outstanding customer service for our industry?

YES

\_\_\_\_\_

NO

\_\_\_\_\_

Maybe with Modifications

\_\_\_\_\_

# What Modifications?

All rights reserved.

Item	Never	Infre- quently	Sometimes yes/some- times no	Fre- quently	Always
It's easy to speak to an actual customer service rep about issues.	1	2	3	4	5

Item	Never	Infre- quently	Sometimes yes/some- times no	Fre- quently	Always
------	-------	-------------------	------------------------------------	-----------------	--------

My organization follows up with dissatisfied customers.

1

2

3

4

5

Item	Never	Infre- quently	Sometimes yes/some- times no	Fre- quently	Always
------	-------	-------------------	------------------------------------	-----------------	--------

Employees have the tools to provide outstanding customer service.

1

2

3

4

5

Item	Never	Infre- quently	Sometimes yes/some- times no	Fre- quently	Always
------	-------	-------------------	------------------------------------	-----------------	--------

Employees know they have the authority to exceed customers' expectations.

1

2

3

4

5

Item	Never	Infrequently	Sometimes yes/sometimes no	Frequently	Always
------	-------	--------------	-------------------------------	------------	--------

Managers take and resolve customer service calls.

1

2

3

4

5

**What specifically can I do  
to turn the dial on  
customer service in my  
organization?**





All rights reserved.

The End

