

Corporate Behavior Analysts, Ltd

Putting Great Customer Service Back Into the Equation

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A Hard Reality

In the title industry, the title commitment and policy are a commodity.



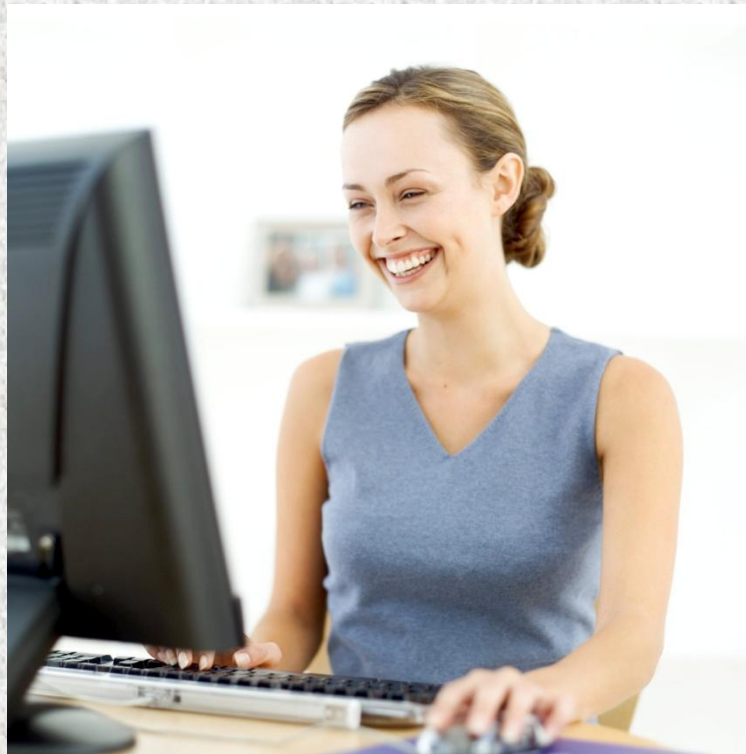
HOW WILL YOU COMPETE?

- How can you compete?
 - Reputation
 - Location
 - Geographical footprint
 - Setting
 - Technology
 - Networking
 - Your people
 - Your sales and marketing approach
 - **Customer Service**



CUSTOMER SERVICE

- **Customer Service** is your greatest opportunity to compete.



WHAT IS AVERAGE

- Elevating your **Customer Service** beyond “average” is what will make you stand out.



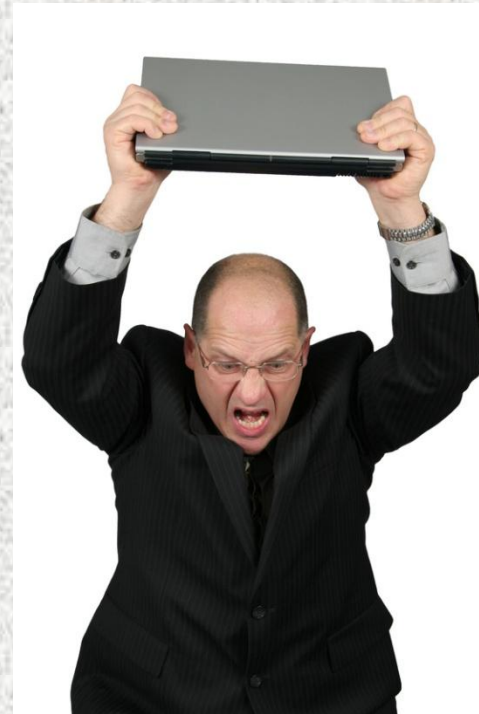
CONSISTENT CUSTOMER SERVICE

You will make a customer impression if you provide good basic service **consistently.**



WHAT IS BASIC SERVICE

- Everyday customers expect good “basic” customer service.
.....but, customers do not always get good “basic” service.



MAKE A LIST

- What is good “basic” customer service?
 - Make a list



CUSTOMER SERVICE BASICS

- Basic service includes:
 - √ Easy to navigate website
 - √ Good phone skills
 - √ Welcoming environment
 - √ Clean restrooms
 - √ Being friendly
 - √ Being proactive
 - √ Getting the details right
 - √ Timeliness
 - √ Being thorough
 - √ Following through
 - √ Effective (electronic) communications
 - √ A positive closing experience



IMMEDIATE IMPRESSION

- You will create an **immediate** customer impression if you do something **exceptional**.



LASTING IMPRESSION

- You will create a **lasting** customer impression if you **consistently** do something **exceptional**.



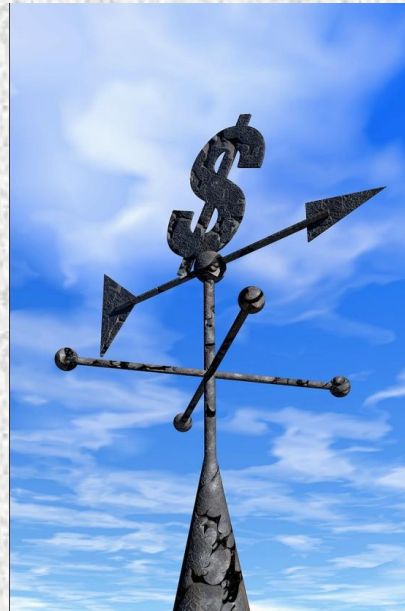
WOW'EM

- What Wows us?...customers have different likes and dislikes.
 - Make a list



PRICE, VALUE, WOW

- People are Wowed when price is low and value is high.
 - Does it make sense for you to compete on price?



UNEXPECTED

- People are Wowed when unexpected positive events occur and are free.



PERSONALIZED & INDIVIDUALIZED

- People are Wowed when service seems personalized or individualized



SORRY

- People are Wowed when you gracefully recover from a mistake.



HOSPITALITY

- People are Wowed when you provide hospitality.



Customer Service

Danny Meyer”Service is the technical delivery of the product...it is a monologue, we decide on how we want to do things and set our own standards of service.”

“Hospitality is a dialogue ...it is how the delivery of the product makes the customer feel...it requires listening to the customer with every sense and following up with a thoughtful, gracious, appropriate response.”

“It takes both great service and great hospitality to rise to the top.”

Danny Meyer, *Setting the Table: The Transforming Power of Hospitality in Business*. New York: Harper Collins Publishers (2006).



CBA FORMULA

+ Consistent basics
= Good Customer Service



CBA FORMULA

- + Hospitality
- + Consistent basics
- = Great Customer Service



CBA FORMULA

- + WOW
- + Hospitality
- + Consistent basics
- = Exceptional Customer Service



CBA Customer Service Program

- **Step # 1:**
 - Create a list of basic service behaviors....use CBA starter list and add to it.



CBA Customer Service Program

- **Step #2:**

- Identify the functional areas where basic service needs to occur.
 - Identify critical points of customer contact.
 - Define and train how basic service behavior is to be applied at each point of customer contact.



CBA Customer Service Program

- **Step #3:**
 - In each functional area define and train how to provide hospitality.



CBA Customer Service Program

- **Step #4:**
 - Identify “Wow” service behaviors in each functional area and provide training.



CBA Customer Service Program

- Example: the closing



CBA Customer Service Program

- **Basic Service Behaviors: (Steps #1 and #2)**
 - Friendly greeting and welcome at reception.
 - Comfortable area to wait.
 - Closing starts and ends on time.
 - Proper introductions made.
 - Opening remarks by closer include how closing will proceed and what customer should expect.
 - All documents explained adequately and in correct order.
 - No last minute problems.
 - Closer listens actively, style is friendly, courteous, accommodating.
 - All questions answered.
 - Closer is patient and does not rush.
 - Summary of next steps provided including an offer for any additional assistance needed.
 - Copies of take home documents provided promptly.
 - Escort to door and final thank you provided.



CBA Customer Service Program

- **Hospitality (Step #3)**

- Receptionist makes specific tailored comments to customer at greeting (e.g., weather, attire, holiday approaching, etc.).
- Menu of beverage options provided verbally by receptionist.
- Receptionist asks if there is anything she\he can do to make customers more comfortable while they wait.
- Closer greets customers by name, tells them it is a privilege to serve them and thanks them for coming.
- Closer asks if closing agenda is clear and encourages customers to ask questions.
- Closer remarks: “that is a great question to ask.”
- Closer asks if she\he can provide more detail or explanations.
- In Summary, closer asks customer if everything is satisfactory.
- Closer escorts customer to reception area and makes final personal comments.



CBA Customer Service Program

- **Wow (Step #4)**
 - Customer names on welcome signs\placards outside or in reception area.
 - Coffee\Espresso available for customers. Customer Profile indicates what special drinks , snacks or individual touches are favored by repeat customers.
 - Information kiosk available for customers where closing materials\agenda can be reviewed.
 - Wireless network and PC for customer use or business center availability.
 - Community materials and welcome packets for new residents.
 - Receptionist keeps customers informed on any delays.
 - Closer makes personal\individualized remarks about customer at greeting and throughout closing.
 - Photo of property displayed in closing room.
 - CD given to customer for all take home documents.
 - Umbrella's provided to customers if raining upon leaving.



CBA Customer Service Program

- Additional considerations:
 - Use a design team to plan and implement new service program.
 - Map your workflow within functional areas to identify critical points of customer contact.
 - Interview customers to identify basic service and Wow variables.
 - Remember what Wows one customer may not Wow another, it is the combination of basic + hospitality + Wow that will make the difference.
 - Evaluate current levels of customer satisfaction and establish a baseline.
 - Get the basics consistently right before you proceed.
 - Continue to evaluate service levels and satisfaction.
 - Training is critical to your success as is keeping staff accountable.



CBA Customer Service Program

- If a company wants to truly move beyond the basics of customer service it has to dedicate itself to raising the standards of every employee and replacing those employees who fail to meet or live up to the new service standards.



CBA Customer Service Program

- Going beyond the basics may be the least expensive thing a title company can do because beyond the basics is a little like adding topping to a great cake.



CBA Customer Service Program

- Talk to us about how we can help you **Move Beyond Basic Customer Service.**



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