

# Customer Service—It Starts with You

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# What is Customer Service?

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All interactions between a customer and a product provider at the time of sale, and thereafter. Customer service adds value to a product and builds enduring relationships.



# What is Excellent Customer Service?

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Excellent customer service is to listen to the customer and find out exactly what the customer's needs are. After the customer gives you that information, then it's your job to go the extra mile to fulfill the customer's needs.



# Examples:

- Bad
- Good
- Excellent





Customers...

Not an interruption of work—  
the purpose of our work



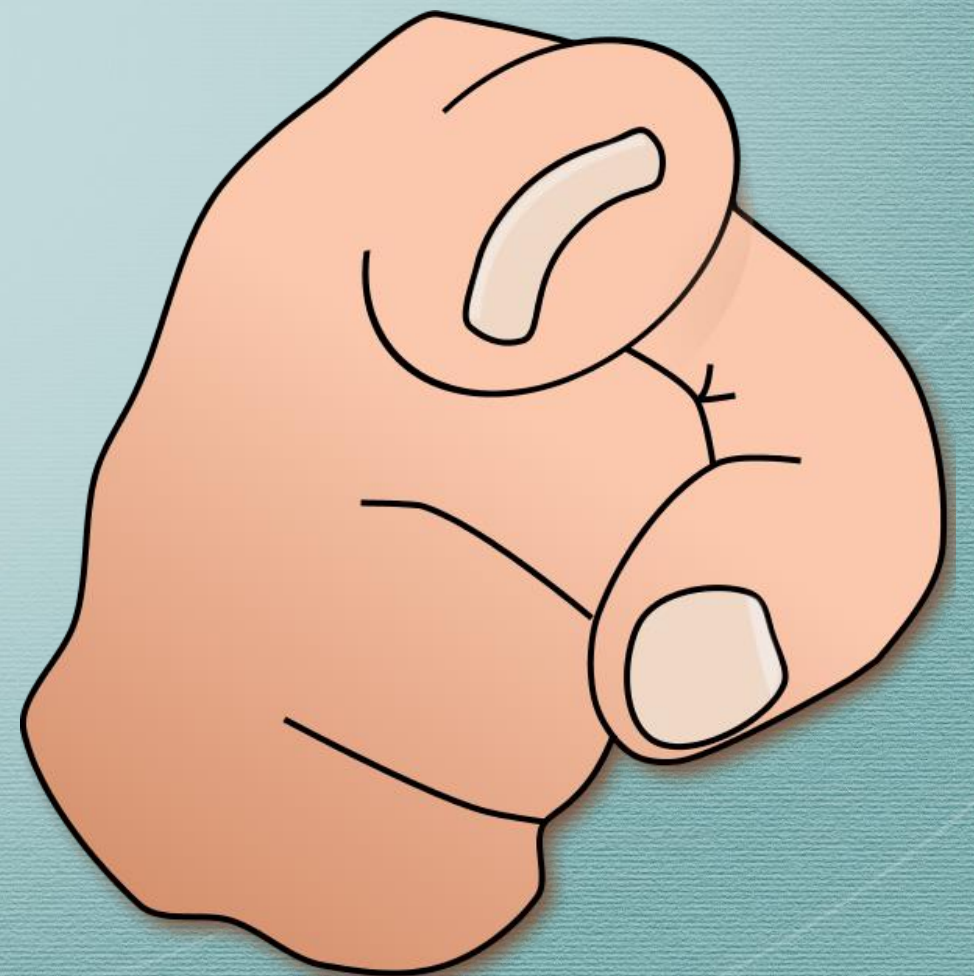
# Who are your customers?

- Students
- Other Staff Members
- Vendors
- Parents
- Community Members





You May be the Only Point  
of Contact—  
You Are the School!





You have seven seconds to  
make an impression...

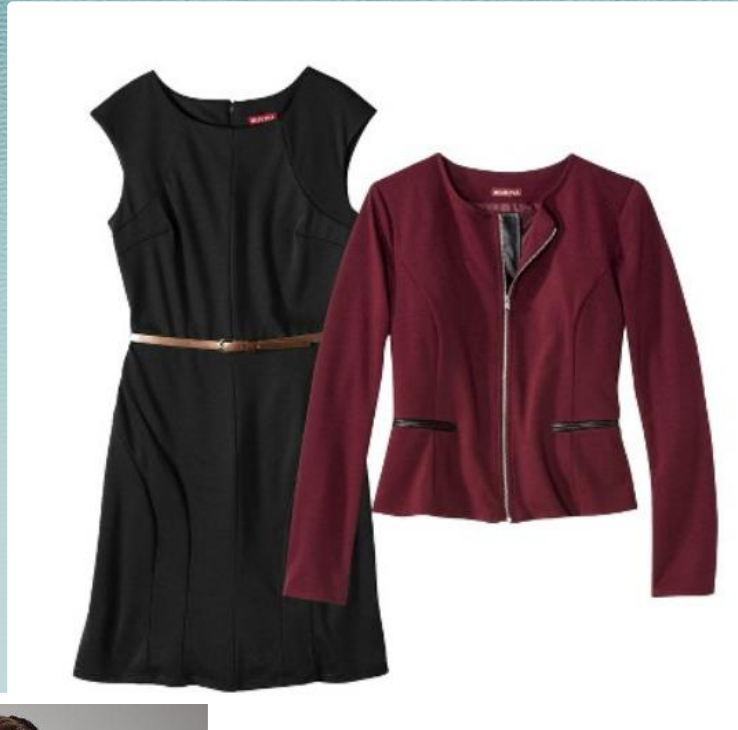
In Person  
On the Phone  
In Writing



# How do you make a great first impression for excellent customer service?

- \* Personal Appearance
- \* Office/Kitchen Appearance
- \* Friendly Manner
- \* Make the Other Person Feel Important





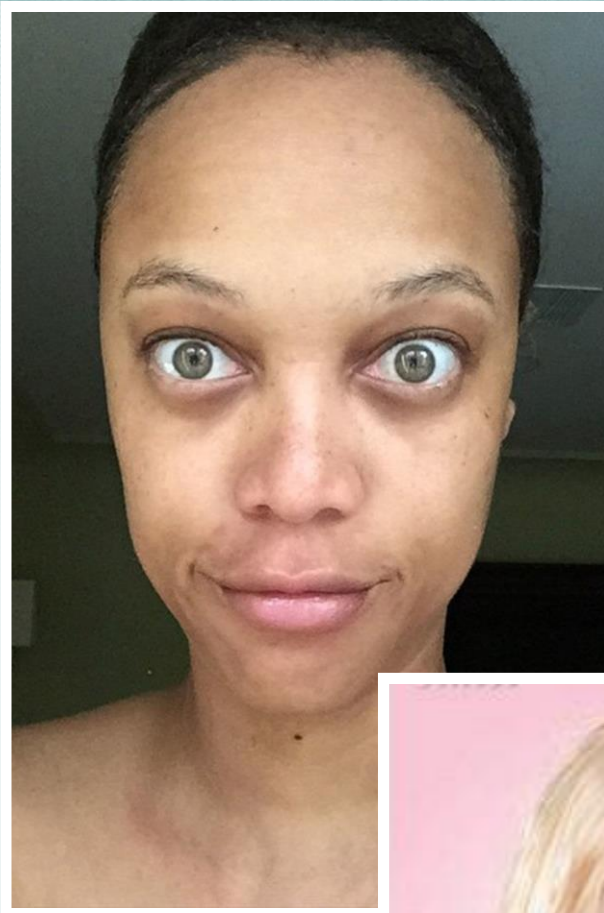
# Personal Appearance--Dress





# Personal Appearance--Shoes





Personal Appearance—  
Too Little of Anything!





Personal Appearance—  
Too Much of Anything!





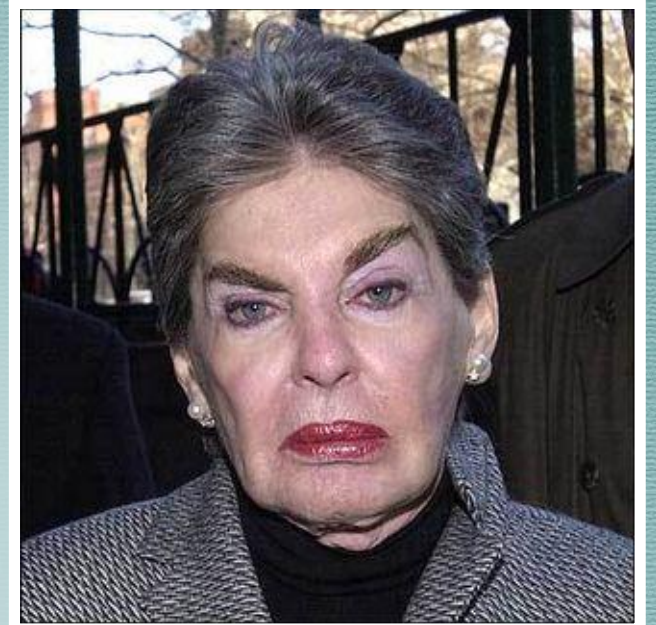
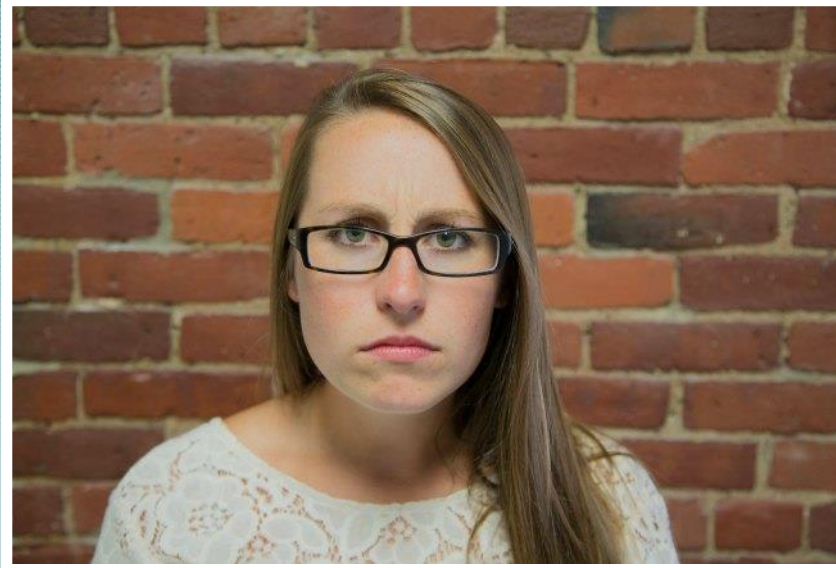
# Kitchen Appearance





# Kitchen Appearance





The State of Your Face  
Makes a Difference





Friendly Manner



Make the Other Person Feel  
Important



# What makes someone feel important?

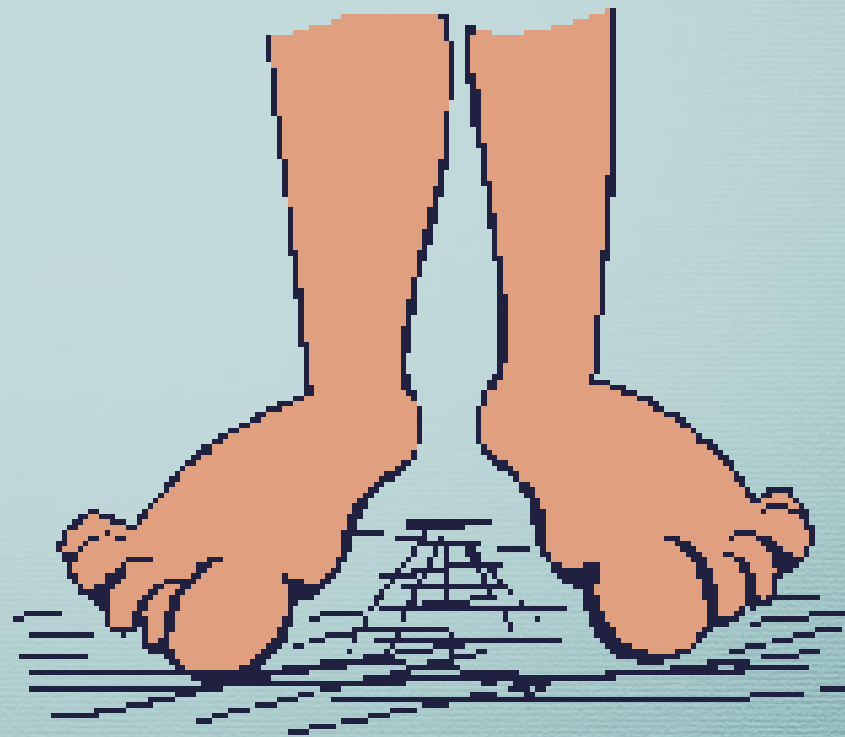
- \* Listen to my needs and/or those of my child
- \* Understand me and my needs and/or those of my child
- \* Value me even if I'm "just" a parent or "just" a student or "just" another staff member
- \* Be empathetic—put yourself in my shoes



Make the Other Person  
Feel Important—  
Everyone is Unique



# Vote with Your Feet...





Are from  
Texas?







Are from Somewhere Else in the  
USA?



Are from Somewhere  
Else in the World?





Work in a  
School?





Work in an  
Office?



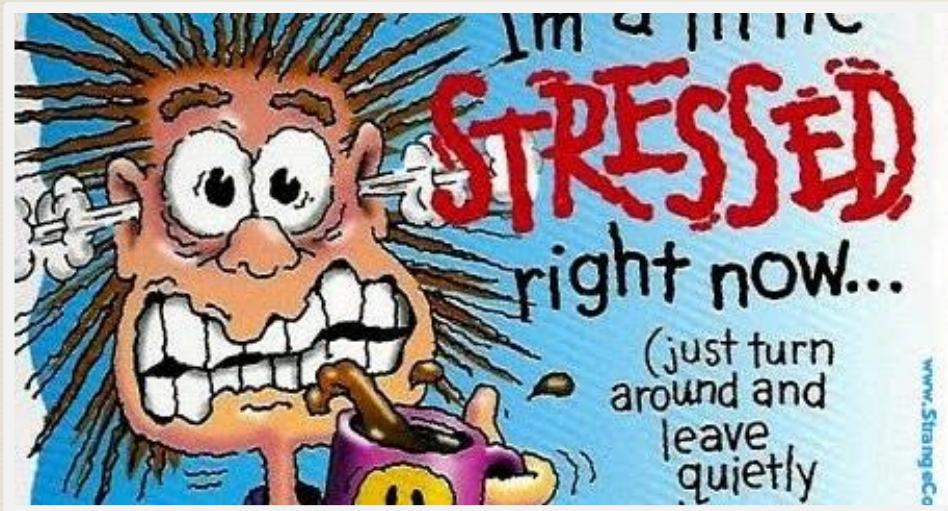


Love Your  
Job?





# How do you provide excellent customer service?





# Be prepared...

- Make certain food is ready on time.
- Prepare the product (food) to be pleasing to the eye and to the taste.
- Take care of as many possibilities as you can but remember...**Emergencies will happen.**
- Have your positive attitude flexible and ready.
- Put your game face on.



# FISH\*

- Be there
- Play
- Choose your attitude
- Make their day



\*Fish!: A Remarkable Way to Boost Morale and Improve Results  
by Stephen C. Lundin (Author), Harry Paul (Author), John  
Christensen (Author), Ken Blanchard (Foreword)



# When Someone Walks in...

- Smile!
- Have your name available
- Acknowledge his/her presence
- Greet the customer—smile
- Use the person's name when possible
- Make eye contact
- Use open body language
- Stop idle chitchat



# React to Customers

- \* Smile!
- \* Answer questions as completely as possible
- \* Be empathetic
- \* Be flexible, if possible
- \* Be polite and courteous
- \* Apologize if appropriate
- \* Tell the customer the options
- \* Treat all customers with respect and dignity



Great Customer Service Is  
All about the Other  
Person...

Treat Others as You Want  
to Be Treated!



# To Become Excellent Customer Service Representatives...

**Every day  
Every way  
With Every One!**



# Have fun...

## Life's too short to choose to do otherwise

- Laugh at yourself
- Look at the bright side of life
- Choose to value change
- Embrace the new
- Decide that people are the most important “task”
- Share the positive





# You Are the School...

## Wherever You Go

- Work
- Church
- Social Groups
- Service Clubs
- Gym
- Grocery Store
- Political Groups
- Home



Is your attitude a positive  
reflection of you and your  
department/campus?



# Elevator Speech





# Elevator Speech Basics...

- 15-30 seconds
- Explain what you do
- Provide message
  - Tailored, positive, and interesting
- Make certain message is up to date
- Share your enthusiasm



# I'm Proud of...

- Three things about your district
- Three things about your school
- Three things about your department





# Ten Rules to Follow

1. Put the other person first
2. Put yourself in the other person's shoes
3. Listen
4. Know your subject matter
5. Take ownership
6. Be honest
7. Make certain your words, non-verbal and actions match
8. Keep your promises
9. Go the extra mile
10. Keep a positive attitude and smile!



# Questions?

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