



CREATING A CULTURE OF CUSTOMER SERVICE



Alliance for
Better Nonprofits



WHAT IS CUSTOMER SERVICE?

- Accessibility
- Courteous treatment
- Responsiveness
- Helpful staff
- Keeping commitments
- Ethical behavior



Alliance for
Better Nonprofits



HOW DO YOU SCORE?

- Collaboration
- Visibility
- Support
- Culture
- Employee Engagement

SCORE 0 - 5



TOTAL 0 - 25



SCORES

Add up your total score. 25 total points are possible.

23–25: You’ve unlocked the secret to effective quality standards.

20–22: Your efforts to cultivate quality standards are paying off.

19 or below: You have opportunities to build more effective quality standards.



Alliance for
Better Nonprofits



WHAT ARE THE COSTS OF POOR CUSTOMER SERVICE?

- Repeat customer engagement (extra staff time)
- Failure to adopt, donate, partner or promote
- Bad reputation, damaged reputation

Poor customer service hurts the animals.



Alliance for
Better Nonprofits



COMPANY CULTURE

Corporate **culture** refers to the beliefs and behaviors that determine how a **company's** employees interact and handle outside business transactions. Often, corporate **culture** is implied, not expressly **defined**, and develops organically over time from the cumulative traits of the people the **company** hires.



Alliance for
Better Nonprofits



EXPECTATIONS

- Define Customers Expectations
 - Satisfaction = Reality – Expectations
- Internally customer service
 - Motto and expectations of staff



Alliance for
Better Nonprofits



PROBLEM SOLVING

- Listen
- Apologize
- Solve
- Thank



Alliance for
Better Nonprofits



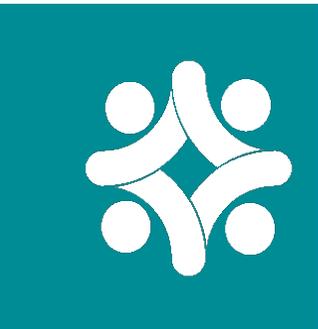
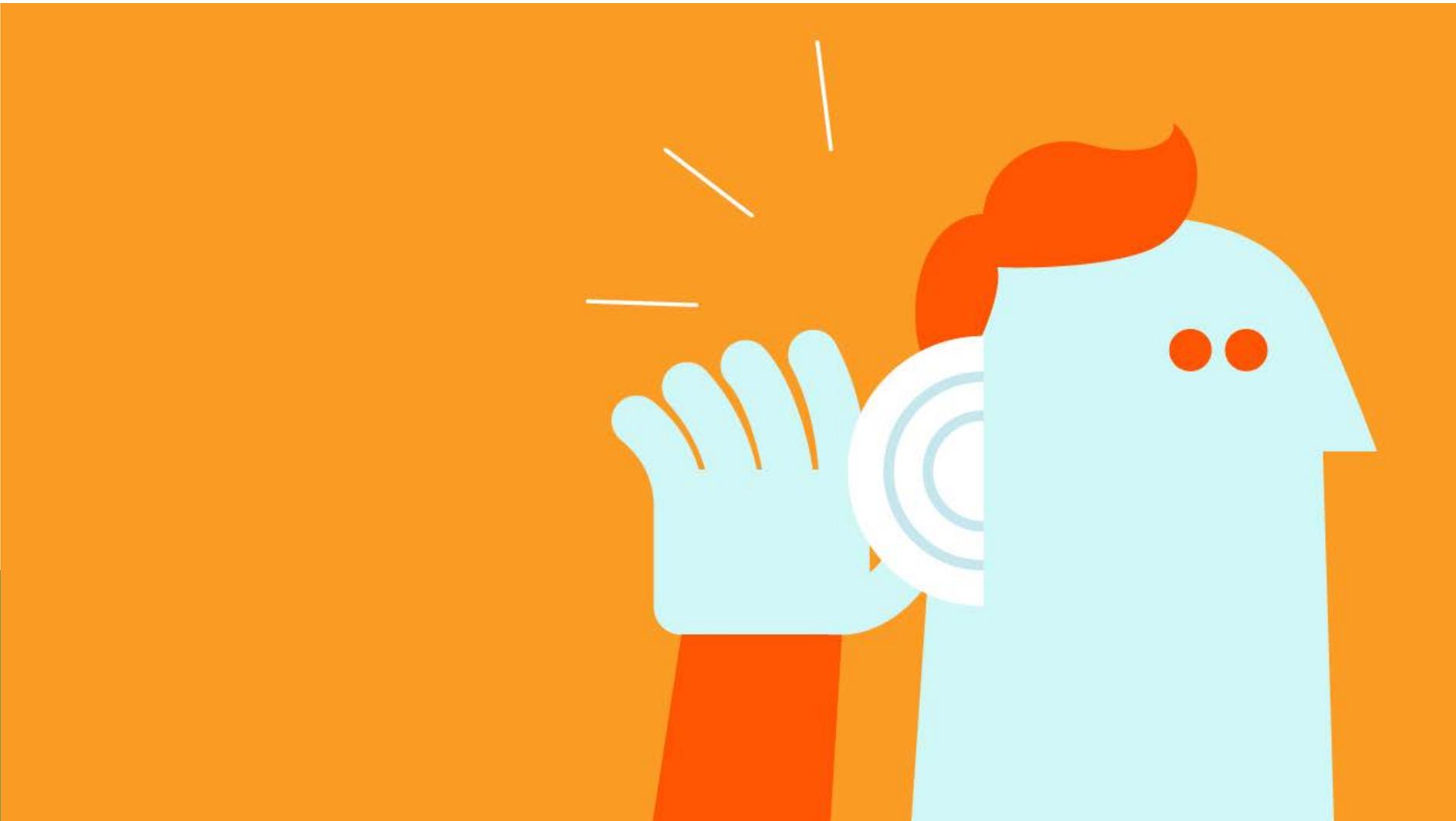
EMPATHY



Alliance for
Better Nonprofits



CONFLICT





BIASES

Flip it to test it



Alliance for
Better Nonprofits



EMOTIONAL INTELLIGENCE

- Emotional awareness; empathy
- The ability to harness emotions and apply them to tasks like thinking and problem solving
- The ability to manage emotions, which includes regulating your own emotions and the ability to cheer up or calm down other people.



Alliance for
Better Nonprofits



GIVING & RECEIVING FEEDBACK

S – Summarize Observed Behaviors

A – Ask for Input

F – Formula a Plan

E – Express Thanks



Alliance for
Better Nonprofits



COMPASSION FATIGUE

"Compassion Fatigue is a state experienced by those helping people or animals in distress; it is an extreme state of tension and preoccupation with the suffering of those being helped to the degree that it can create a secondary traumatic stress for the helper."



Alliance for
Better Nonprofits



SOCIAL MEDIA CUSTOMER SERVICE

- Why?
- How to respond?
- When to take it offline?



Alliance for
Better Nonprofits



DEVELOPING A CULTURE OF CUSTOMER SERVICE

- Internal customer service
- Organizational culture



TRACKING CUSTOMER SERVICE

- Are you measuring?
- How to measure?
 - R - Responsible
 - A - Accountable
 - C - Communicated
 - I - Informed



CONCLUSIONS

- Develop a culture of customer service...
 - Listening
 - Empathy
 - Problem Solving
- What gets measured, gets done...
 - Expectations vs reality
 - Responsibility



Alliance for
Better Nonprofits

QUESTIONS?

Elle Benson

Alliance for Better Nonprofits

865.313.2077

ebenson@betternonprofits.org



Alliance for
Better Nonprofits