



JEFF HAVENS

CUSTOMER

SERVICE VIDEO SERIES

INSTRUCTOR GUIDE



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INSTRUCTOR INTRODUCTION

Hello, and welcome to our Customer Service Series, presented by The Jeff Havens Company. This manual is designed to help you teach various elements of customer service in a manner that is simultaneously educational and entertaining. Countless studies have shown that people remember information better and for a longer period of time if it is presented in an entertaining way, and so we've dedicated ourselves to providing you the tools to do exactly that.

This training is designed to provide education in three core areas:

- **How to prepare properly before the customer even interacts with your business**
- **How to successfully interact with customers**
- **How to develop the personal qualities that will allow your team to deliver excellent customer service**

Each section has been provided with the following:

- A short video to introduce the topic and outline some major points
- A summary of the text associated with each video in the Participant's Workbook. This is so you'll always be able to see what your students are seeing
- Guidelines for how to use each video (along with the associated questions in the Participant's Workbooks) to teach each topic to your class
- Ideas and exercises to help you make each lesson as entertaining as possible.

Again, the point of this series is to help you teach important business topics in an entertaining and memorable way. We have designed this training to be plug-and-play; that is, you should be able to read this book and immediately begin your training without any additional prep work. However, feel free to incorporate as many of your own ideas as you wish in order to augment what is presented here.

Sorry this introduction was boring. We promise the rest won't be.

INSTRUCTOR GUIDE

GRAPHICS KEY



We are encouraging you, the instructor, to provide the group with certain information whether through lecture or examples provided.



These are suggestions and examples of ways you can illustrate the points being made in a given lesson through humor.



This marks the beginning of a suggested group exercise.



We are encouraging you to start a group discussion with the participants.



This marks a time when we suggest you play a video from the accompanying video series.

It goes without saying, but we'll say it anyway, that these are simply suggestions to help you organize this course. Feel free to use what you like and ignore what you don't.

JEFF HAVENS

SPEAKER & TRAINER

"Customer Service Wizard!"





PART ONE



BEFORE THE CUSTOMER ARRIVES

SECTION #1

This section will utilize the following video:

EPISODE 1 A TALE OF TWO BUSINESSES



SUGGESTED INSTRUCTOR **OUTLINE**



Begin by either handing out workbooks or making sure that everyone has their workbook with them. Introduce yourself and the course. If you are handing out workbooks for the first time, have everyone read the introduction or read it together as a class. This should take no more than 3 minutes. If you like, you can begin by saying something like the following: “Thanks for coming. Not like you had a choice, since it’s mandatory, but thanks for not conveniently getting into a car accident or having a hair appointment or taking your kids to get their braces tightened or whatever.”



Show **A TALE OF TWO BUSINESSES** to your group.



Discuss the importance of customer service as a key differentiator between you and your competition. Look in the *Ways to Make This Entertaining* section for ideas about how to begin this conversation.



Go through the questions associated with this video in the participants’ workbooks as a group, and encourage them to take notes in their books when they hear answers they would not have come up with.

WAYS TO MAKE IT ENTERTAINING



Focus on your group's answers to question #5. This should lead to some entertaining anecdotes. This will also be more effective if you have some of your own to share. If you can't think of anything, or if you're having trouble getting your group to come up with responses, share the following:

The author of this book has asked me to share the following completely true story from his own experience to illustrate the importance of customer service in making people want to do business with you. He stresses that this is, indeed, completely true.

"I'm pretty sure you're not going to believe that this actually happened, but it really did. I swear I could not make this up. So several years ago I went to a friend's wedding in another city. This was right after I'd graduated from college, which means I was broke, which means I chose to stay in a budget motel. The kind of motel escaped fugitives might stay in while they figured out their next move. The kind of motel where you wouldn't be completely surprised to find a dead body in the bathtub. So I guess, in a way, what happened is sort of my fault. I should have known better.

Anyway, I checked in late, around 1am. I was exhausted, and all I wanted to do was get my key and fall asleep. The night clerk was sleeping in a back room, and it took about 10 minutes to get him to hear the bell at the front counter and

come out. That was annoying, but not nearly as annoying as when I got to my room. I threw my suitcases down, brushed my teeth, and then threw the covers back the way all of us do before we crawl into bed.

And that's when I noticed – and again, I swear I'm not making this up – that's when I noticed that the sheets were covered in urine.

Repeat – covered. Not speckled with – covered. Like somebody had poured a bucket of it on my bed. It was so gross I actually jumped backwards like the bed was trying to eat me.

But the best part is when I called the manager and made him come to the room. He came in, looked at everything, and then – without blinking and without the slightest hint of sarcasm – he said, "This is fresh. You did this."

There aren't a whole lot of things that can render me speechless, but that sure did. For a few seconds, at least. Then I remembered how to talk and told him to give me my money back. I don't expect much from a budget motel. I don't think most people do. But I do expect a complete lack of urine in the bed. I think that's reasonable.



To illustrate how big an impact customer service has, do any of the following role-plays with your group.

Ask two people to come up and enact a customer service moment. One will be the customer, the other the customer service provider. Tell the 'customer' to

make a standard request, something one of your real customers would normally make. Tell the 'customer service provider' to respond to that request entirely by shouting as loudly as possible and standing uncomfortably close to the 'customer'.

A circular icon with a grey background and a white border. Inside the circle, the words "MAKE IT FUN!" are written in a bold, white, sans-serif font, stacked vertically.

Repeat the above exercise. This time, have the 'customer service provider' start crying, ignore the 'customer' request, and ask the 'customer' to help them solve a personal problem.

A circular icon with a grey background and a white border. Inside the circle, the words "MAKE IT FUN!" are written in a bold, white, sans-serif font, stacked vertically.

Repeat the above exercise. This time, tell the 'customer service provider' to look extremely angry, not to blink at all, and to hint at the fact that they just got out of prison for assault.



HOMEWORK!

These questions, along with video summaries, are included in the participant workbook.

1. Thinking as a customer service professional, write down the three things, in order, you think are the most important when it comes to delivering excellent customer service.
2. Thinking as a customer, write down the three things, in order, that are most important to you when deciding whether or not to buy a product or service from one location vs. another.
3. If your answers for the first two questions are different from one another, why are they different? Can you think of any good reasons why they shouldn't be identical?
4. Can you think of time in your own experience, as a customer, when you bought something from a particular location (store, website, etc.) based primarily or entirely on the quality of their customer service? What was it, and what did they do to make you so happy?
5. Can you think of time in your own experience, as a customer, when you decided not to buy something from a particular location (store, website, etc.) based primarily or entirely on the quality of their customer service? What was it, and what did they do to annoy you?

SECTION #2

This section will utilize the following video:

EPISODE 2

PAY ATTENTION TO YOUR ENVIRONMENT



SUGGESTED INSTRUCTOR **OUTLINE**



Show **PAY ATTENTION TO YOUR ENVIRONMENT** to your group.



To get people thinking about the importance that environment has, ask them to call out one or two word answers to the following question:

What kind of environment do you think the following businesses are shooting for?

- hospital
- day care
- ju-jitsu studio
- secret government laboratory
- video game company
- day spa



Discuss the goals that your company has with respect to the environment that it creates for your customers – internal, external, or both. Make sure your group knows what your goal is with respect to the environment that you're trying to create. If you have any printed materials on this topic, this would be a good time to hand them out.



Go through the questions associated with this video in the participants' workbooks as a group, and encourage them to take notes in their books when they hear answers they would not have come up with.

WAYS TO MAKE IT ENTERTAINING



Have your group share stories of the most disgusting apartment or dorm room (either their own or their friends') that they remember from their younger days. Encourage them to go into detail, as it will be the details that have the most entertaining potential.



Ask your group what kind of environment your business is trying to create for its customers (fun, useful, serious, relaxing, etc.). Then, ask them to come up with fun objects or slogans that would help reinforce those main ideas. (e.g. if your business caters to families with children, teddy bears around the office would make sense). This exercise has the double benefit of encouraging people to be fun and creative while also giving you some concrete ideas to use for your business.



Ask your group to describe the best kind of environment for any of the following hypothetical businesses:

- a playground designed exclusively for adults – no kids allowed
- an indoor sports bar devoted solely to Frisbee enthusiasts
- a driver's training course designed specifically for people who want to learn how to evade a full police squad like they do in action movies



HOMEWORK!

These questions, along with video summaries, are included in the participant workbook.

1. Pick a place where you personally like to do business, either a physical building or an online location. Name three things you like about the environment of that place.
2. If applicable, what are two particular things you really like about the physical environment that your customers experience?
3. If applicable, what are two particular things you think could be improved about the physical environment that your customers experience? How can those things be changed, improved, or replaced in order to provide your customers with a better experience?
4. If applicable, what are two particular elements of your company's online presence that your customers have said they like OR that you think are especially strong?

5. If applicable, what are two particular elements of your company's online presence that your customers have said they don't like OR that you think are particularly weak? How can those things be changed, improved, or replaced in order to provide your customers with a better experience?

6. Can you think of an instance where you are willing to pay more money than is strictly necessary specifically because you like the process of doing business with the company offering the more expensive product?