



"Helping You Create Superior Service"

## **YBC's Customer Service "Rules of Engagement"** **(Rules to Become Completely Engaged with Your Customers)**

The dictionary has several definitions of engagement: "To attract and hold the attention of", "To pledge oneself", "To interlock or cause to interlock", and "To involve oneself or become occupied"

When this relates to customer service it's all about how you involve yourself positively with your customers or guests.

- Greet every person who comes within 25' of you with a smile and a verbal greeting
- Smile frequently – It's good for them and It's good for you
- Look people in the eyes, it lets them know that you are paying attention to them
- Be aware of your surroundings and be tuned into what the people around you are doing
- Learn to anticipate people's needs from their behavior. Practice!
- Find ways to have fun and enjoy serving other people
- Look for opportunities to surprise your guests, clients and customers
- Use the vocabulary of service:
  - "Yes sir or Yes ma'am"
  - "No sir or No ma'am"
  - "May I?"
  - "How may I...?"
  - "Excuse me"
  - "Please"
  - "Thank you"
  - The correct response when someone says "Thank You" is to say, "You are Welcome!"
  - "At your service"
  - "My pleasure"
  - "Very good"
- Telephone courtesy
  - Answer your phone before the third ring
  - Ask permission to put people on hold or to transfer them
  - Never leave anyone unattended on hold for more than 30 seconds at a time
  - Every 30 seconds ask if people want to continue holding
  - Your voicemail system should have a way to reach a human in every phase

- If you are serving guests in a line or queue, you are responsible for maintaining order and ensuring that guests are served in the order they arrived.
- Match your mood and personality to your customers'
- Be "present" and focus your full attention on the customer
- Listen actively; don't think, or respond until after you have heard everything they have to say
- Ask permission to take notes if needed
- Ask permission to move to a quiet area to talk if necessary
- You do not need to take verbal abuse or threats from anyone
- Learn where to draw the line and be assertive if someone abuses you
- Ask an abusive person to stop what they are doing to you. If they do not, give them a warning about what consequences their behavior will create (you won't help them, you will hang up, you will call the police etc.) and then stand your ground even if it means enforcing the consequences for their bad behavior.
- Try to be compassionate and remember that most people are doing the best they can
- Sometimes your job as a service professional is to be strong, absorb someone else's frustration and do your best to help them thru a difficult time. If you can do this you will be a hero.
- Apologies are cheap give them away like candy. A simple apology can make all the difference in the world during a crisis. Learn to give the YBC "Perfect Apology".
- Take ownership of a problem until you can fix it or hand off to someone else who can
- Take responsibility for everything including the atmosphere and cleanliness of your environment
- Constantly evaluate your effectiveness and find ways to learn, grow and improve.
- Follow-up with your guests and stay in touch with them. Ask questions, show interest, and make accommodating if there was a problem.
- Have a system for accommodating a customer that has had a problem, issue or crisis.
- Create a structure for giving accommodations that everyone knows. See the YBC Worksheet on Accommodation.
- You can never say "Thank You" too often.
- Always conclude an interaction with a guest with some memorable farewell. It should include thanks for their time and business and it should invite them to come back again soon.