



The Customer Experience


Tips for Customer Retention

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1

Defining the Customer Experience



The interaction between an organization and a customer over the duration of their relationship.

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2

Impact of Poor Customer Service

Studies have generally demonstrated the following:



Nine out of 10 customers treated impolitely will not do business with the company again.

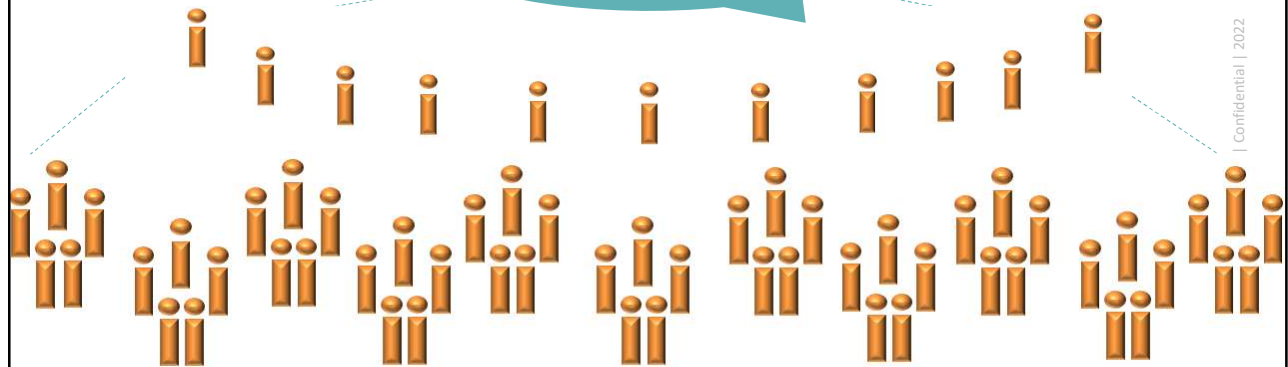


Seven out of 10 stop doing business with a company because of the way they were treated during initial contact.

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The Ripple Effect



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Three Critical Attributes

- C**ommunication: Speaking, active listening, body language, etc.
- O**rganization: Workday flow (mentally, physically), escalation flow, etc.
- P**resentation: Yourself, products, company image, etc.

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5

5

Presentation: First Impressions

Studies show 55% of how people judge you is based on what they see, 7% is based on the words they hear, and 35% is the tone of voice.

FastCompany.com



Within the first seven seconds, people will have a solid **impression** of who you are. Research suggests that a tenth of a second is all it takes to determine traits like **trustworthiness**.

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6

6

Presentation

The diagram shows a worker in a blue shirt, black pants, and an orange hard hat. Five callout boxes point to different parts of the worker: 'Smile' points to the mouth, 'Posture' points to the legs, 'Eye Contact' points to the eyes, 'Speech' points to the mouth area, and 'Grooming' points to the overall appearance. The worker is standing in a doorway.

Smile


Posture

Eye Contact

Speech

Grooming

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7

7

Communication: Techniques

- ✓ Ask clarifying questions and summarize comments periodically.
- ✓ Keep an open mind and consider all angles.
- ✓ Don't interrupt; allow a point to be finished before asking questions or providing feedback.
- ✓ Make sure your posture is open and interested, and maintain eye contact.

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8

8

Pay careful attention to the words and phrases you use with a customer. You may unknowingly appear unwilling to help or uncertain about what you are doing.



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Instead...



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Listening Skills

Five basic guidelines for becoming a better listener:

1. Develop greater interest in the discussion.
2. Focus on the message, not the behavior.
3. Take detailed notes.
4. Make a conscious effort to listen.
5. Don't become emotionally paralyzed if a customer challenges your point of view.

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11

11

Organization

Questions to ask prior to leaving for your first job:

- ✓ Is my work vehicle clean, in good working condition, and stocked?
- ✓ Is my meter, phone, laptop, etc., charged?
- ✓ Do I have all the tools I need to complete my jobs?
- ✓ Do I have a good supply of CPE for the day?
- ✓ Do I look presentable and am I prepared? (Uniform, grooming, badge, rain gear, coveralls, etc.)

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12

12

Putting it Together

En route to the first job:

- ✓ Check all the notes for the job.
 - ✓ Is it an install or trouble call?
 - ✓ Are there any potential red flags you should be aware of?
 - ✓ Look at past notes from previous technicians.
- ✓ Buckle up and proceed safely.
- ✓ Arrive on time.



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13

Arrival: Part 1

- ✓ Observe company policy on where/how to park your vehicle, place cones.
- ✓ Observe plant layout: take in as much information as possible before knocking on the door.
 - ✓ *Aerial or underground?*
 - ✓ *Backyard or front yard easement?*
 - ✓ *Where is there power?*
- ✓ Remember the customer's name and the reason for the appointment.
- ✓ Ring the doorbell, then step back from the door.

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14

Arrival: Part 2

- ✓ Smile, take off your sunglasses, and greet the customer.
- ✓ Make sure your badge is in a place where the customer can see it.
- ✓ Assume the customer who is answering the door is the customer on the work order.
- ✓ Introduce yourself and explain why you are there.
- ✓ Expect the unexpected: adapt to the situation the best that you can.
- ✓ Put on your boot covers.

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15

15

While on Site...

Think four to six steps ahead.

Establish a routine (be willing to break that routine when necessary).

Be courteous and always ask permission

Be observant

Follow through

Be 100% proficient in your company's equipment and services offered.

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16

16

Departure

- ✓ Pack up equipment.
- ✓ Complete a thorough walk-through to ensure the site is clean, the customer is happy with your work, and you have all your belongings.
- ✓ Ask the customer if there is anything else you can do, if they have additional questions, and if they are satisfied with your service.
- ✓ Talk about the NPS survey (If you use it)!

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17

17

| Most Impactful | Some Impact | Little Impact | |
|---|---|--|--|
| The install was completed successfully and is working properly. | The install was completed in the amount of time expected. | The technician was professional. | <div style="border: 1px solid black; padding: 10px; display: inline-block;">Installation</div> |
| The training provided by the technician was helpful | | The technician arrived on time. | |
| | | The technician explained the work they were doing. | |

| Most Impactful | Some Impact | Little impact | |
|--|---|--|--|
| The technician was knowledgeable and demonstrated expertise. | The technician offered friendly, helpful service. | The technician was professional | <div style="border: 1px solid black; padding: 10px; display: inline-block;">Service Call</div> |
| The technician made the repair easier than expected. | The technician helped me choose the best solution to meet my needs. | The technician arrived on time | |
| | | The technician explained the work they were doing. | |

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18

18

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Customer Service for Technicians

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19

19

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20

20

Thank You!

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21