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PUTTING HERO IN CUSTOMER SERVICE

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Presentation Overview

This presentation will provide strategies for managers and supervisors to help them be HEROs to their staff and motivate staff to be HEROs to their customers.

Strategies to becoming a HERO

- ◎ Hiring
- ◎ Expectations
- ◎ Resources
- ◎ Opportunities

Hiring Objectives

The recruitment process needs planning, preparation and can be time consuming.

To ensure that you hire the right person for the job you need to be patient and NOT rush the process.

Hiring – Preparation Process

- ⦿ Determine what skills are most pertinent to the position being filled
- ⦿ Provide an accurate job description for potential applicants that capture those pertinent skills
- ⦿ Create supplemental questions to accompany your company's standard job application to obtain additional information on the candidates experience related to those pertinent skills

Hiring – Interview Process

- ◎ Prepare “open ended” interview questions
 - ◎ Avoid questions that start with “Do you....”
 - ◎ Create questions that start with “What..., Describe a ..., Tell me..., Give an example...etc.”
- ◎ Probing techniques to clarify when you have concerns regarding a candidates response
 - ◎ Clarifying (What do you mean...?)
 - ◎ Expanding (Can you tell me more about...?)
 - ◎ Repeating (Can you tell me again specifically...?)
 - ◎ Reflecting (Would you say that you felt...?)
 - ◎ Summarizing (So you are saying...?)

Hiring – Evaluate Candidates

- ◎ When evaluating a candidate's response listen for the following three points to ensure the answer was complete and truly answered the question that was asked.
 - ◎ Situation – Description of the situation leading to the action
 - ◎ Behavior – What did the candidate actually do?
 - ◎ Outcome – End result of their behavior (customer satisfaction, quality improved, cost reduced...etc.)
- ◎ Don't ignore your gut feeling, your little voice...etc, you know **best** who will compliment your team

Expectations Objectives

Identifying and communicating work expectations is key to the success of your department/division. Failure to manage these objectives can destroy even the most talented team.

New Employee Expectations

- ◎ Establish a new employee orientation within your department/division
 - ◎ What are the responsibilities of your department/division and how do they support the organization mission and goals
 - ◎ Include information regarding logistical items (parking, dress code, restrooms...etc)
 - ◎ Procedures for daily assignments and responsibilities
 - ◎ Define acceptable and unacceptable behaviors with external and internal customers
 - ◎ Take the time to execute the orientation

Establishing Performance Expectations

- ◎ Utilize the SMART acronym when creating performance and development objectives:
 - ◎ Specific
 - ◎ Measurable
 - ◎ Attainable
 - ◎ Realistic
 - ◎ Timeline
- ◎ Include a personal goal (or two) for career growth
- ◎ Schedule the meeting within 30 days of your employee's start date or their last review to review the new performance expectations

Reviewing Performance Expectations

- ⦿ Conduct performance reviews by established merit dates (if not before)
- ⦿ Schedule the review
 - ⦿ Treat this appointment just like you would if you were meeting “your” boss
 - ⦿ Allow enough time to go over each accountability, and to receive and answer questions.
- ⦿ Avoid “Surprises”
 - ⦿ Provide ongoing feedback and “genuine” encouragement throughout the year
 - ⦿ Address issues and concerns when they happen, not at review time.

Resource Objectives

Providing resources such as training and development is an ongoing investment to your employees which empowers them to meet and exceed their customers needs.

Educational Resources

- ◎ Department/Division Training
 - Make it on-going not just for new employees
 - Promote a culture of learning by encouraging employees to ask questions
 - Monthly meeting to provide updates and reminders
- ◎ Organizational Information
 - Media (newspaper, local and nation news stories)
 - Publications

Additional Resources

- ◎ Technical Training
 - Computer skill training
 - Webinars
 - Conferences and seminars
- ◎ Technology
 - Update software
 - Replace equipment
- ◎ Compliance Training
 - Safety
 - Diversity and sexual harassment
 - Wellness

Opportunity Objectives

Research shows that providing opportunities in the workplace improves employee's attitudes and behaviors by making them more productive, committed, involved, and increases the desire to stay with the organization.

Workplace Opportunities

◎ Department and organizational

- Cross-training
- Acting out of range
- Job shadowing

◎ Networking skills

- Process improvement teams
- Organization committee members
- Community committee members
- Attend conferences

Growth Opportunities

- ◎ Stepping out of comfort zone
 - Public speaking
 - Outreach events
 - Research projects

Benefits of Offering Opportunities

- ◎ You have staff trained to fill in for vacations and medical leave.
- ◎ You're prepared to make internal advances within your department when an employee retires, resigns, or leaves.
- ◎ By promoting within you have created an opening at the bottom which usually requires the least amount of skills and pays the lowest.

Summary

- ◎ Hiring – Obtains the right person for the right job
- ◎ Expectations – Establishes responsibilities and desired outcomes
- ◎ Resources - Promotes empowerment
- ◎ Opportunities - Increases employee moral and performance

Questions???

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