



Customer Service Training



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Some jump right in and start

Some wait for others

Some start but don't finish

Some won't participate at all



WE'RE
ALL IN

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author | speaker | trainer



2011

Purpose

Productivity Circle

200 Teach 20,000



2011 – Productivity Circle





2012

QSRInsights #1 Most Popular

Impact of Social Media – United Breaks Guitars

5 P's For Enthusiastic Followers



5 P's For Enthusiastic Followers

Purpose – Reason for doing

Pride - Accomplishment

Partnership – We're in this together

Predictability – Need to know what happens

Passion – Somehow what I do matters



2013

Environment

Broken Windows Theory

10 Steps to Remarkable Customer Service



10 Steps To Remarkable Customer Service

I - Imagine You are the Customer

A - Appreciate Her Investment

M - Magic - Add Some Magic

S - Surprise Your Customer With More

E - Engage Your Customer in Creating the Experience

R - Respect Your Customer

V - Verify What Your Customer Says

I - Initiate the Conversation

C - Create a Memorable Experience

E - Enlist Your Customer's Help



More Than a Sandwich

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Subway's Mission

Delight every customer so they want to
tell their friends – with great value
through fresh, delicious,
made-to-order sandwiches, and an
exceptional experience.



Subway's Mission

Delight every customer through an
exceptional experience.



We Need Leaders



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Group Exercise

What caused this?

What was the effect?

What was the result of the cause/effect?



W

B

C

Y

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video

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Group Exercise

What causes this?

What is the effect?

What is the result of the cause/effect?



Who is in control of
the
Customer's
Experience?



Millenials Princeton One White Paper

Born late 70's to early 90's

Strong Self Esteem

Anything is Possible

Tech Savvy

Global Minded – Diversity is Expected



Millenials Princeton One White Paper

Generation Y is Lazy



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Millenials Princeton One White Paper

Generation Y is Efficient





Millenials Princeton One White Paper

Generation Y Requires Instant Gratification





Millenials Princeton One White Paper



Generation Y

Requires

Speed



Millenials Princeton One White Paper

Generation Y Is Disloyal



Millenials Princeton One White Paper

Generation Y Is Seeking Relevant and Meaningful Work



Millenials Princeton One White Paper

Generation Y Is Selfish





Millenials Princeton One White Paper

Don't talk, just
act. Don't say,
just show.
Don't promise,
just prove.

Generation Y
wants you to
walk the walk



Millenials Princeton One White Paper

Generation Y is Spoiled





Millenials Princeton One White Paper



Generation Y is
interested in
family, friends,
and leisure



Group Exercise

What proactive steps could you take to ensure an exceptional experience?



Effective Communication





Facial Expressions

Thinking

Poker

Smiling

Open



Engagement

Genuine Interest

Family

Friends

Community

Leisure Activities



Action Steps

Interview for Customer Service Super Stars

“What does exceptional customer service look like to you?”



Action Steps

Be mindful of your face

Thinking Face

Poker Face

Smile

Open Face



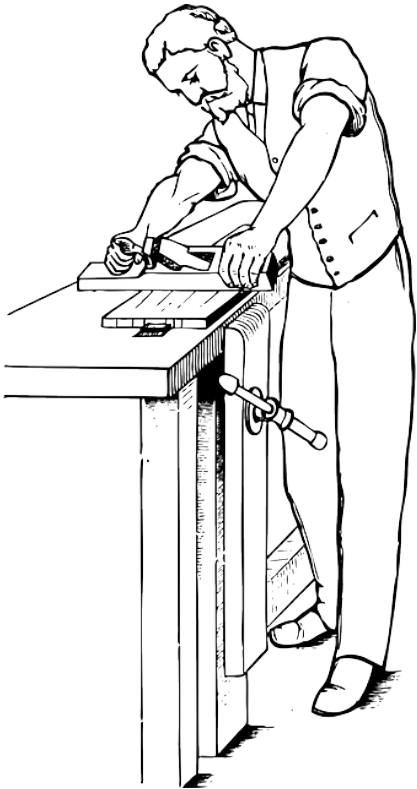
Action Steps

Find common ground

Use of Technology

Value Their Interests

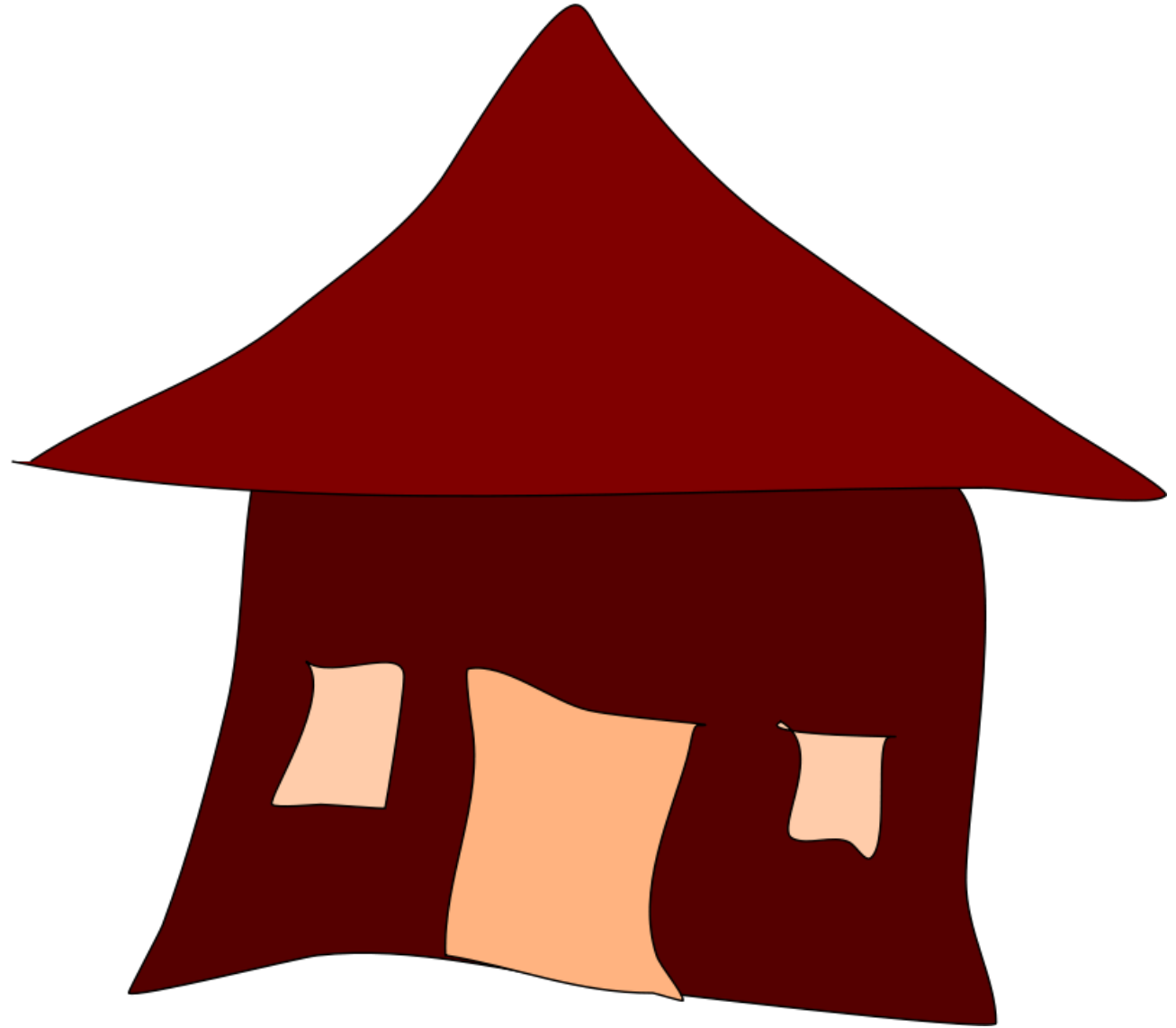
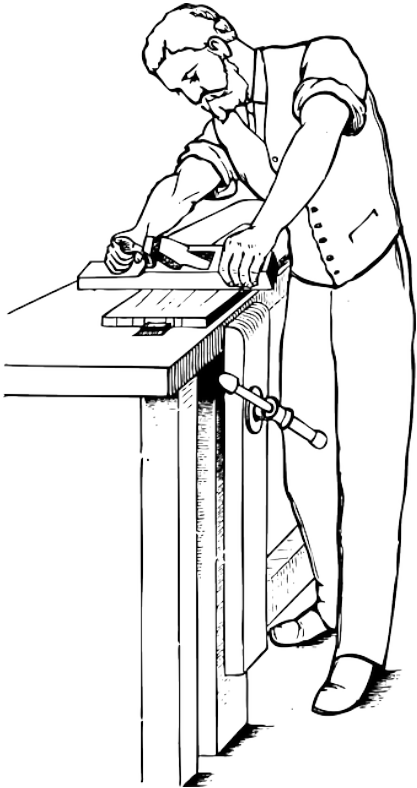
Community Minded Activities



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Build Your House

Hire for Success

Continually Train

Value Their Interests

Walk the Walk and Talk the Talk



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