

**NECA**  
2013  
WASHINGTON

### Achieving a 5-Star Award in Customer Service

October 14, 2013—9:00-9:50 AM

Following this session, you will be able to:

- Differentiate between customer service and the delivering of customer care.
- Identify the behaviors that cause a disconnect between the contractor and their customers.
- List the five star principles that will guarantee repeat and referral business.

## Continuing Education Credits

NECA has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET) and is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**This session is eligible for 0.1 IACET CEU**

To earn these credits you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session

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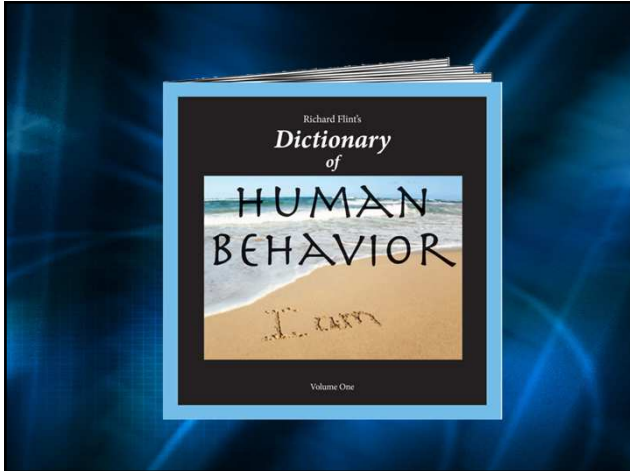
Richard Flint Presents



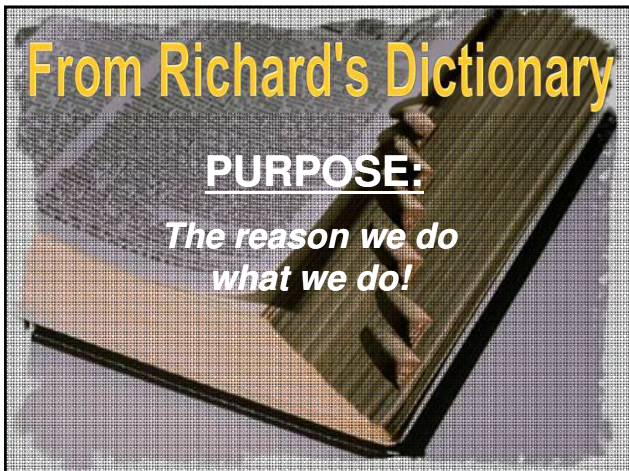
## ACHIEVING A 5-STAR AWARD IN CUSTOMER SERVICE!



# TERMS TO UNDERSTAND








Purpose  
Creates:



P plan of action to be implemented  
U understandings that unite people around a common agenda  
R  
P  
O  
S  
E

**A common agenda is a platform for partnership.**

Purpose  
Creates:



P plan of action to be implemented  
U understandings that unite people around a common agenda  
R reasons for actions  
P  
O  
S  
E

**Explains why we are doing what we are doing.**


Purpose  
Creates:



P plan of action to be implemented  
U understandings that unite people around a common agenda  
R reasons for actions  
P provides clear expectations for everyone  
O  
S  
E

**Doesn't allow people to pretend they didn't know.**


Purpose  
Creates:



P plan of action to be implemented  
U understandings that unite people around a common agenda  
R reasons for actions  
P provides clear expectations for everyone  
O opportunities for improvement  
S  
E

**Purpose creates guidelines that can always be re-examined.**

**Purpose Creates:**



- P plan of action to be implemented
- U understandings that unite people around a common agenda
- R reasons for actions
- P provides clear expectations
- O opportunities for improvement
- S sense of direction that says "we know where we are going"
- E

**People must have clarity to perform at their best.**

**Purpose Creates:**



- P plan of action to be implemented
- U understandings that unite people around a common agenda
- R reasons for actions
- P provides clear expectations for everyone
- O opportunities for improvement
- S sense of direction that says "we know where we are going"
- E expansion of ideas

**Seeking to improve must always be part of the Company's DNA.**

**BUILDING BLOCK**

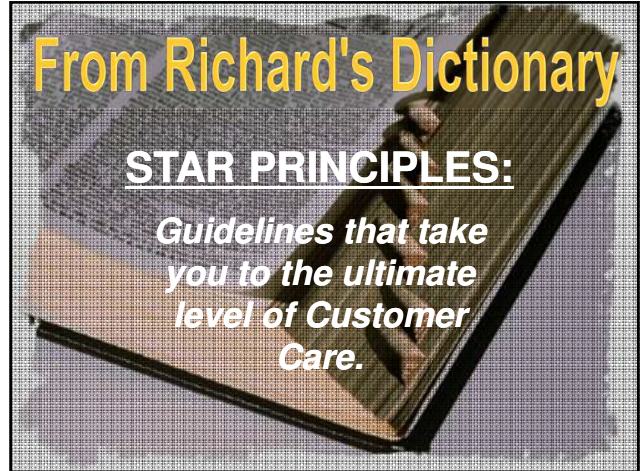


*When Management and/or Staff lose sight of their purpose, they lose the connection with the Customer and then, lose the Customer!*

**Star Burst:**



*You are more than a Company; you are an important part of the Customer's need for resolution and must remember no matter how great or small the Customer's business is with you, they are your life blood!*



## Star Light

*It is one thing to say  
what you are going to  
do; it's another to  
deliver it!*



## Delivering The Highest Quality:



**S** states through action your commitment  
**T** test everything to see if it can be improved  
**A** allows people to bring their ideas to the table  
**R** refuses to let "just ok" be "ok"

## Star Principle #2

*Treat each Customer  
as the most  
important Customer  
you have!*



## Star Light

*Every Customer is  
important! When you don't  
express that, you lose their  
future connection with you.*





## Customer Importance:

- S seeks Customer concerns, listens and addresses
- T time invested in searching for ways to improve
- A appreciation is shown on every front
- R refuses to accept anything less than quality



## Star Principle #3

*Align your Staff around a common purpose, a common agenda and a common commitment!*



## Star Light

*Without a common purpose, common agenda and a common commitment, everyone will do their own thing. That will destroy the synergism between the Staff and the Customer.*



## Leadership Presence:

- S states rules and consequences and then, doesn't back down
- T trust that each person sees their involvement as more than a job
- A addresses all concerns immediately
- R refuses to make exceptions



## Star Principle #4

*Refusal to lower  
your standards in  
any area!*



## Star Light

*Where there are  
inconsistencies, there  
is confusion. Confusion  
makes people doubt  
you mean what you say.*



## Staying Consistent Requires:



**S** straight talk; no beating around the bush  
**T** the leaders really lead  
**A** a consistent emphasis on acceptable behavior  
**R** refusing to make exceptions that compromise  
stated guidelines

## Star Principle #5

*Stay on the path to  
greatness!*




**Star Light**

*It is easy to lose focus and very challenging to get that focus back once you have lost the focus.*



**The Path To Greatness Requires:**



- S** staying in the now, but planning for a greater tomorrow
- T** treating every situation as a classroom to learn from
- A** allowing people the right to fail once
- R** re-recruiting your Star people constantly

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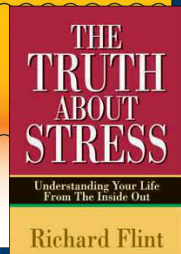
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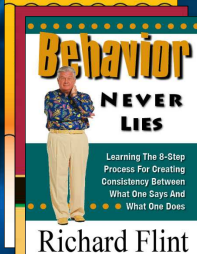
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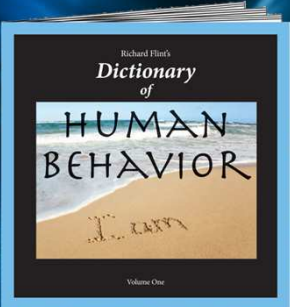


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Theme For This Month: "A New Year of Opportunity"

The Morning Minute - January 1, 2013



*Today is more than another chance; it's an opportunity for beginning anew.*

Well, here you are at the beginning of a new year! The days that lie in front of you are filled with many choices for you to make. You can either choose to feed your confusion or strengthen your clarity. Choose wisely, your choice creates the direction for your life.

Remember, opportunities are always present, but you must be ready for them.

To download a printable planner page with today's thought, [click here](#).



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# Last Thought

The Company is the environment; the Customer is the Star; the Staff is the energy connector that makes the Company look great and the Customer feel good about their experience. If this doesn't happen, the Company loses its purpose and then, its Customers!