

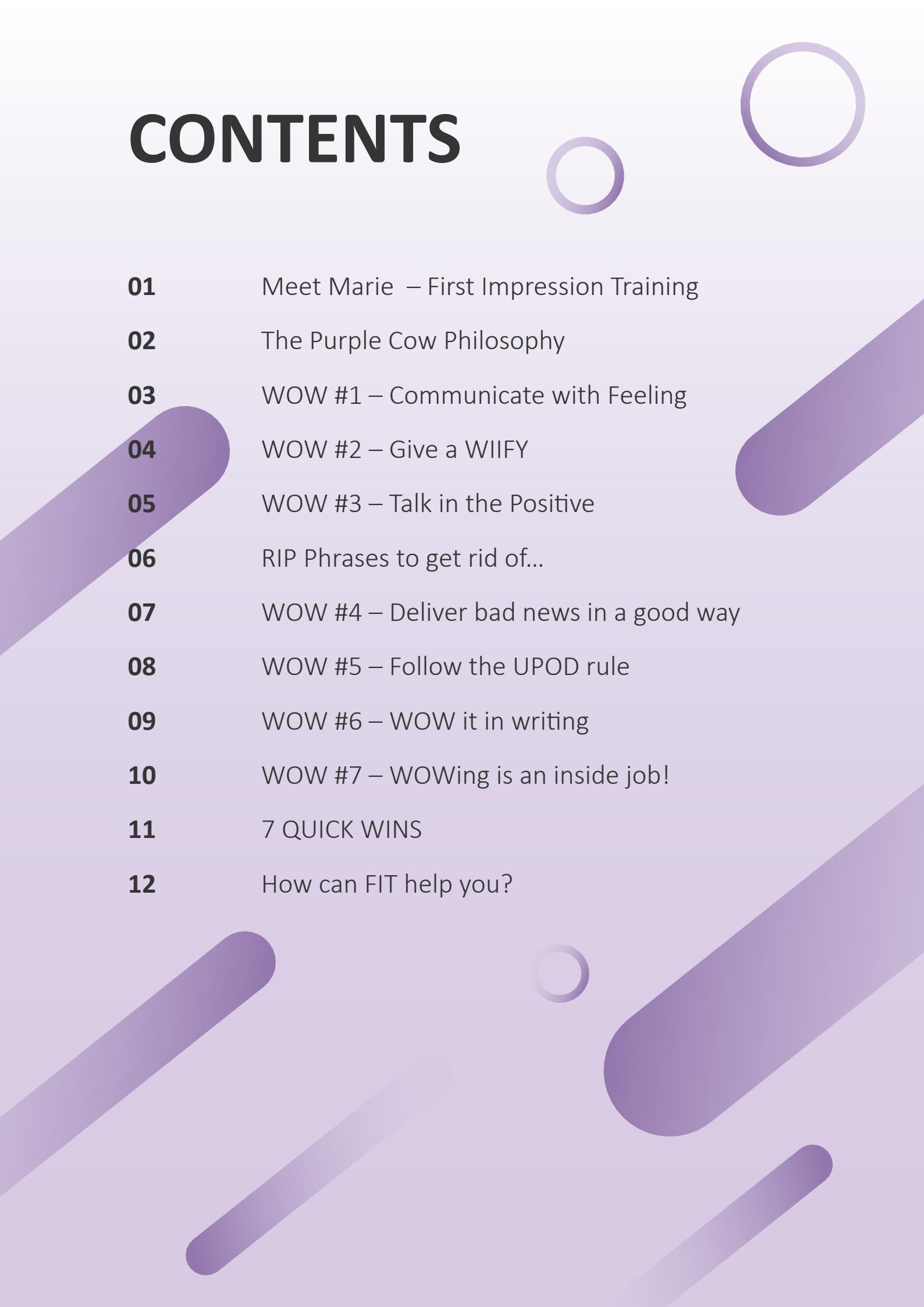
7 WAYS TO WOW! YOUR CUSTOMERS

WEBINAR WORKBOOK



First
Impression
Training

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Meet Marie – First Impression Training

Who is Marie Cross?

Marie is co-founder of First Impression Training and has over 40 years' experience within the customer service and tele-business environment. An award-winning entrepreneur, she has a formidable collection of industry achievements to her name, including her latest accolade of being a finalist in three categories at the National Entrepreneur Awards and a winner at the Regional Entrepreneur Awards for Marketing Campaign of the Year.

Where it all began...

She began her career with BUPA as a telephone marketing executive, concluding her time there as a senior training consultant, responsible for the training and development of branch sales and customer support staff throughout the UK and Scotland. Her wealth of experience across the business spectrum, from financial services to healthcare to FMCG and travel, has enabled her to work in a variety of customer service, sales, sales training, coaching and management roles over the years, and her impressive track record has earned her an excellent reputation, both as an outstanding professional and a first-class trainer and personal coach within her specialist field.

Industry Judge

Marie is called upon to judge a variety of categories at many UK Industry Award programmes each year – and continues to proudly 'stand on the other side' at the European Contact Centre & Customer Service Awards; UK Customer Experience Awards and UK Business Awards, having partnered with her clients, including with Legal & General, AXAPPP Healthcare and Equiniti PLC as finalists for Customer Service Training Programme of the Year; L&D initiative of the Year and Culture Change Programme of the Year.

Client List

Clients have included major blue chips, including: *Aviva Healthcare; AXA Life & Pensions; AXAPPP Healthcare; BUPA; Equiniti PLC; Fujifilm Graphic Systems; Kuoni Travel; Legal & General Insurance; Lloyds Banking Group; MotoNovo Finance; Principality Building Society and Thomas Cook Holidays, as well as working with a range of public sector organisations such as North West London Hospitals NHS Trust; The Salvation Army; Kent County Council and Yorkshire Housing.*

True Practitioner

As a real practitioner of her craft, Marie fully appreciates the challenges and opportunities that exist on the frontline, having truly been there, done it, got the T-shirt and written the book herself – yes, seriously she has! 'Make Their Day: Awesome Ways to WOW Your Customers' was launched in August and details Marie's 40 year journey of helping and supporting organisations, just like yours, to show up and stand out from other players in their field - to become the Purple Cow in their marketplace....read on for further insight about this awesome FIT philosophy!

She's on a mission, to become the UK's Queen of Customer Service AND make Seth Godin proud by taking his Purple Cow philosophy (he wrote the book Purple Cow btw) into the world of CX to prove that it's small things that we can do, be and say that can make quite a REMARKABLE difference to our customer's experience...just like a purple cow would be remarkable too!



The Purple Cow Philosophy

(It Pays to Show Up & Stand Out in Your Field)

- It costs 5 times more to attract a new customer than to maintain an existing one.
- If a customer receives good service, they'll tell 5 people on average, yet if a customer receives bad service, they'll tell 11 people on average, but indirectly - they will tell potentially hundreds!
- Only 1 in 26 people on average complain at the point of something going wrong. However, the world of complaining is changing – 36% of people are now using Social Media to escalate a complaint.
- 42% of those complaining via Social Media expect a response within 60 minutes.
- If a customer has a major problem resolved satisfactorily, 82% will do business with you again and almost half of consumers (48%) said they would be happy with just an apology.
- If a customer has a major problem but remains silent, 91% will not do business with you again.
- Customers who have a problem, which is effectively resolved are 4 times more loyal than customers who have never had a problem.
- 67% of consumers would rather engage with a 'real person' to solve a difficult situation or problem, proving that the self-serve world is NOT for EVERY customer or customer situation.
- 1 loyal customer is worth 12 new customers - they spend an average of 300% more in their lifetime.
- 68% of customers who choose to move their business or loyalty elsewhere do so due to a "lack of care or contact" by their Provider.
- 86% of customers would pay 25% more for a better customer experience.
- 20% of your customer base will spend more money with you if you make the opportunity available e.g. offering add-ons, premium products, upgrades etc.
- 84% of the customer experience is emotional, based purely on peoples' perception and how they FEEL....and emotions are processed 24 times faster than rationale and logic.
- Email has overtaken the telephone as the most commonly used customer service channel in 2018.
- 60% of customers now expect a response within 24 hours of contacting you via email.
- Women are 50% more likely than men to seek assistance via social media.
- Millennials will wait twice as long as older customers to speak to a customer service advisor by 'phone

References: Institute of Customer Service / Oracle 'Customer Experience Impact' Report 2016 / Which? Top 10 Customer Irritations Report / Awards International Report 2016 / Gartner's Research 2017 / Customer Experience Magazine 2018 / Revolution Events Ltd 2018

And why does it pay to stand out?

- Competitive Marketplace – Being the Same is not going to make you memorable
- Customers choose based on the differences you offer
- Your Service is the only real differentiator between you and your competitors
- Your PEOPLE are the one's who deliver that difference
- The Know, Like & Trust Principle
- 84% of buying decisions are emotional
- Maya's words – People will forget what you do for them, but they will never forget how you made them feel.
- Perception is a customer's REALITY

Purple Cow Wow #1 – Communicate with Feeling



We've already learned that 84% of a customer's experience is emotional – we human beings are feeling, emotional, irrational, illogical beings – so there's no point in communicating with our customers in a staid, sterile, rational logical way! ESPECIALLY when we're dealing with a difficult conversation!

So communicate with feeling – acknowledge people's emotions and relate to your customer, mirror and match them, be on their wavelength, speak their language, be the real deal, be authentic...don't be so process driven or screen led that you forget to make that emotional connection in your conversations – sure your customers want their enquiry or query or god forbid, their complaint processed but THEY don't want to be processed in the process!

Purple Cow Wow #2 – Give a WIIFY



WIIFY stands for 'what's in it for you' - and what we mean by that is if you need your customer (or colleague) to do anything for you, for example, confirm their account details or go through a security process or hold the line or be transferred to another dept, then always let them know the benefit / the what's in it for them of doing so FIRST – because then they're far more likely to behave so to speak, and do as you're asking or requesting!

And the easiest way to create a WIIFY (a what's in it for you) is by starting it with a 'so that' or in order to... so a couple of examples – if your frontline staff need to do data protection or a security check on a customer then a really good WIIFY might be "in order to protect your confidential information Mr customer, please could you confirm your full name and date of birth" or "so that you're speaking to the best person who can help you with your enquiry, let me put you through to our customer support team – are you happy to hold for a moment?"

This lands much better than giving the instruction first, for example, can you hold for a moment while I transfer you to the team who can help you? Or 'I just need to ask you some security questions before I can help you is that OK?'

Human nature dictates the power of this little purple cow WOW, because we'll happily do anything for anyone as long as we know there's something in it for us! SO anytime you need or want your customer to hold the line, call back, be called back, be transferred, email you confirmation, write in, then always make sure you give a WIIFY FIRST!

Purple Cow Wow #3 – Talk in the Positive



Onto Purple Cow WOW no 3 – which is all about language and talking in the positive! Sounds obvious - yet we're all so conditioned to speak in the negative – first word a child learns is the word no!

75% of our self-talk is negative and our business language is full of neutrals and negatives – don't worry, no problem, don't hesitate to contact us, yet the brain can't process a negative! If I say to you DON'T think of a blue elephant – what does your brain do – it thinks of a blue elephant! Words paint pictures and we must ensure, particularly if we communicate with customers predominantly by telephone, that those pictures are positive and appealing and don't make us sound like, dare I say, a typical call centre agent!

So develop a language of influence – use words and phrases that are positive and build positive word pictures in your customer's mind, because we all know that's what words do – if you've ever read the book and THEN seen the film, you'll know exactly what I mean! And watch those 12 RIP phrases – coz that's exactly what you're going to do with them once you've seen the fabulous positive alternatives you can use instead – you're going to rest them in peace!

Dirty Dozen – delivering the negatives positively



R.I.P Words and Phrases	A Positive Alternative
Sorry to keep you waiting/holding	Thank you for waiting/Thanks for your patience/Thank you for holding (the line) for me
Don't worry, it shouldn't be a problem	Be assured, I'm confident that.../I can assure you that.../I'll take care of that for you/I'll sort that out for you
Bear with me, I won't be a second	Let me just check that for you/Just a moment whilst I look into that for you/I'll only be a moment whilst I...
No problem/no worries	Certainly.../My pleasure.../I'll do that for you
No trouble/that's not a problem	You're welcome/Happy to help/Glad I could help
Sorry about that...(our error)	Oh! I'm surprised that's happened/This is very unusual.../On behalf of (company/colleague/team) I do apologise/My apologies
The problem is.../ The trouble is...	The position is.../The situation is.../Let me explain what's happened/ Let me tell you how things stand at present
Leave it with me and I'll get back to you	I'll certainly look into this for you and get back to you by/before/within (timeframe)
Don't hesitate to contact us if you have any problems/queries/issues	Feel free to contact me.../Do get in touch.../Please call if you have any further questions/require further help/need any more information/ support/advice about
You've come through to the wrong dept, I'll have to transfer you.../You'll have to call/go to...	So that you're speaking to the right/best people who can help you, let me transfer you to.../Put you in touch with our XYZ team/My colleague (name) who looks after/specialises in...(WIIFY)
Sorry about this, the system is slow/Our systems are down	Thanks for your patience, I'm just getting those details for you now/ Let me take some initial details from you whilst my system wakes up!
BAD NEWS...	Focus on the CAN DO's Tell your customer what you CAN DO before telling them what you CAN'T DO ie. use the TAPE TECHNIQUE
I'm afraid that...	Example: "I can certainly get you booked in for Friday this week, at that time, although Marie is fully booked for Thursday now"
Unfortunately...	Example: "I can definitely arrange to change your payment details from the 1st of next month and set up a new direct debit for you, however the cut-off date for this month's payment run has already passed"
I'm sorry but...	Example 1: "I can agree to waive the late payment fee for you for the last month, although I'm unable to refund the previous 3 months as you didn't contact us to make us aware of your situation" Example 2: "I can certainly take a message for Marie and ask her to call you as soon as she's free, although she's in a client meeting just now"

Purple Cow Wow #4 – Delivering news in a good way



This WOW is all about managing difficult conversations.

Operating within a customer service environment means there will always be times when a difficult conversation has to be had with a prospect or customer (or maybe even a colleague). One of the most common “difficult conversations” we’ll have is having to deliver a bit of “bad news” to a customer or prospect - for example, telling them that we can’t action their request immediately because they’ve rung in past the cut off time or advising a customer we can’t change their payment date until the next due date which is a month away or letting a customer know that they can’t start their agreement until the 1st of next month.

When you face these difficult scenarios, it’s completely natural to focus on the negative first, to talk about what you can’t do before or rather than talking about what you can do - and this creates an unnecessary negative reaction or negative impact on the other person. Because you see we all have these 2 constantly playing tapes in our brain and, dependent on whether we’re being told something positive (in other words some good news) or we’re being told something negative (some bad news) will depend on which tape is set to play first.

So, the trick is to start the positive tape, the good news tape, the can do tape, the yes tape playing first, so that when you deliver the bit of bad news, it gets delivered onto the positive tape, lessening the negative impact so that the bad news lands more positively – simple!

Here’s why....

Let’s imagine for a moment that I call my local hair salon to book an appointment for Friday with my usual hairdresser and the receptionist starts her response with...“I’m ever so sorry, unfortunately.....I’m afraid to tell you that....” we kind of know what’s coming next don’t we – some bad news! Clearly, Nigel, my hairdresser doesn’t have any availability for Friday! Yet, although the receptionist did start her response with some bad news, thus starting my negative tape set to play first, she did in fact go on to give me a bit of good news – which was that she could certainly fit me in first thing Saturday or maybe even put me on the reserve list in case anyone phoned in to cancel. Not ideal, but certainly better than not getting my hair coloured at all anytime soon!

Yet sadly, that bit of good news got delivered onto my negative or bad news tape, because that was the one rolling at the time – what did that do to the good news? Well it diluted it at best and perhaps even negated it altogether at worse! So, we use the tape technique – a clever little one percenter that uses reverse psychology to deliver a negative message or a bit of bad news by setting our customer’s positive tape to play first, whenever we’ve got a bit of bad news to deliver. So, in my hairdresser scenario, had that receptionist understood the power of the tape technique, her response may have sounded something like this... “I can certainly fit you in with Nigel first thing Saturday or put you on the list for any late cancellations he may get, although he is fully booked for this Friday now”

Notice how different that response sounds using the tape technique to deliver that negative message, because the positive tape was set to play first, so when the bad news got delivered, it got delivered onto the positive tape. What did that do to the bad news? It diluted it!

It doesn’t make it go away – we still have to tell the customer we can’t do what they’re asking, but the bad news lands much more palatably to the ear than if we were to set the negative tape rolling first – make sense? So apply the tape technique to ensure you deliver bad news in a good way!

Purple Cow Wow #5 – Follow the UPOD rule



This one is a very easy fit tip to get in your toolkit now, which will help you to manage both your customers' expectations much better and...manage your own workload and stress levels much better too!

It's called the UPOD Rule and it stands for Under Promise, Over Deliver

Sadly (although for good intention) most of us spend most of our time 'opuding' – that is we over promise and we then end up under delivering. For example, when we tell a customer we need

to double check something for them (even if we've couched it with a fabulous WIIFY – and let them know what's in it for them) and we tell them we'll call them straight back, or we'll get back to them in 5 mins or we'll contact them again just as soon as we've spoken to our manager – we've immediately over promised and put additional stress on ourselves to now go and sort things out immediately.

If your staff are like most frontliners I know, our working day is busy and chances are, when you put the phone down on that customer who you've promised to get back to straight away, there'll be another beep in your ear and another complex call or customer situation to sort out, so you won't be able to deliver on that promise you've just made!

So the next time you have to manage your customer expectations – do them – and yourself - a big favour and under promise so that you meet and maybe even exceed their expectations! How can you do this? Just by taking the focus away from the time you're going to be doing something in and replacing it with what you're doing for them instead. 3 little words can help you achieve this, and they are:

**BY
BEFORE
WITHIN**

Let me give you an example – a member of staff needs to double check something with their manager before they can help the customer but they are in a meeting at the moment so they'll have to call the customer back. Here's how you can manage their expectation much better using the UPOD Rule:

Give a WIIFY first e.g. "so that we can get this resolved for you Mr customer, I'll need to get my manager to sign this off for you, so I'll speak with her when she's back from her meeting and get back to you before close of play today or by lunchtime or within the hour – is that ok with you?"

We then create a bit more of a window of time for ourselves to work on the customers query or request and we stand a better chance of getting back to them within the timeframe, so we've met their expectations as a minimum.

You see when you say to a customer "I'll be back to you in 5 mins" or "straight away" then that's exactly when they expect you to be back to them i.e. straight away or in 5 mins! Yet, when you say "within the hour" and it's 10am, they expect you to be back to them by 11am, so if you call at 1030 or 10.40 or 10.50 or even 10.58, you've managed their expectation and likewise, if we say to a customer "I'll get back to you by close of play today" they expect you to get back to them between 5 and 5 30pm.

So give yourself a break and take the pressure off your own timeframes and manage your customers' expectations better with the use of the UPOD Rule – just by remembering those 3 little words: by, before, within!

Purple Cow Wow #6 – WOW it in writing



The great thing about living in this century is that our spoken word and written word are more aligned than they've ever been – and every purple cow wow I'm sharing with you here, along with all the others we share are as applicable and as effective in writing – whether that's email or SMS or good old fashioned letter or direct mail. So write in the positive, using a language of influence and avoid the bog standard business talk 'don't hesitate to contact us', 'sorry for the delay in replying.' etc; apply the Tape Technique if you have some bad news to tell a customer and make sure you precede any request or instruction with a WIIFY!

Purple Cow Wow #6 – WOWing is an inside job



This WOW is for those of us who have direct influence on the morale and culture and climate of our customer service centres AND can directly or indirectly impact the level of engagement and happiness of our employees, simply by how we are treating them on a daily basis.

There has been so much research around the connections between happy staff and happy customers – indeed Forrester's latest research shows a direct correlation between employee experience and customer experience and even, company profitability. It's incredibly difficult for a disengaged or under-valued Brand Ambassador to represent their organisation on the frontline in a positive and engaging way, in order to create a great experience for your customers when they feel so unappreciated themselves.

Remember, our people are the difference that makes the difference – they're the vital ingredient in our recipe of success, they can make or break customer loyalty to our brand and they have the power to build or destroy our reputation on the frontline. So invest some time to ensure that the emotional health and wellbeing of your frontline staff is fully intact when they're representing your organisation – by phone or in person or even in the written word.

Regularly touch base with them, walk the floor from time to time, hold those huddles, build in those little social events that bring the team together and always remember – WOWing from the inside out creates better customer experiences that builds greater customer loyalty and bigger profitability in terms of value - for you, your staff and your customers!

7 quick wins

1 - Lead by example – ensure that your team leaders and managers and heads of are role modelling the attitudes and behaviours you want your people to be delivering on your frontline – because as we all know, attitudes are totally contagious so we MUST make sure ours are worth catching! Behaviour breeds behaviour and as Purple Cow WOW no. 7 taught us – it all starts from within, so set the scene for the experience you want your customers to have by ensuring your employees' experience is a good one each day!

Purple Cow Wow #6 – WOWing is an inside job



2 – create a WOW wall – a success stories board that our staff can visit and add to, to build motivation and commitment to ensuring a great experience for our customers and each other – the WOW wall can include written compliments or testimonials, proud moments, good deeds, award wins or simple acts of kindness we've shown to each other – it's a great feeling to SEE something positive up on a wall, because seeing is believing and creates optimism when we may just need a little boost.

3 – Reward the GEMs – those staff who Go the Extra Mile – it might be with a customer or with a colleague, nice little touches that deserve recognition – not necessarily monetary – it could be an extended lunch break or an early dart on a Friday or a complimentary posh coffee for a week or even lunch on their leader – sometimes even a little thank you card or a verbal (& public) well done or a gem sticker can do it!

4 – Remember Purple Cow WOW no. 3 about talking in the positive – refer to the dirty dozen RIP phrases and their positive alternatives we're sharing with you in the download available, and choose 3 of your team's most common RIP phrases and work on developing those positive alternatives so that you begin to develop that language of influence.

5 – focus on those CAN DO's – list your most common 'difficult conversations' where you have to deliver some bad news and practice applying the Tape Technique, so that the bad news lands more positively to the ear for your customer – remember, it's just a bit of reverse psychology you're using!

6 – get your staff to use good manners when dealing with a customer complaint – by that I mean, THANKING a customer for bringing a situation to your attention and allowing you the opportunity to look into the problem and look to resolve it is a really smart thing to do and takes the wind out of their sails. So firstly, allow the bubble to deflate by listening in an active focused way, then thank the customer for their feedback, acknowledge their feeling (remember Purple Cow WOW no. 1 was all about recognising we're all emotional beings!) and let the customer know you're thankful for the opportunity to sort the situation out.

7- This quick win is one for your staff, your customers, your peers and definitely one that applies as powerfully in LIFE as it does in business – appeal to people's PMMFS bubble – which says "Please, Make Me Feel Special". Everyone wants to be made to feel special and important and valued and cared for – so follow the FIT mantra – unless it's going to add value to an individual (inside or outside of business) don't do it, don't say it, don't be it!



How can FIT help?

We offer a variety of different services, so to ensure we point you in the right direction – contact us on **01622 761 321** or email **hello@firstimpressiontraining.co.uk**.

We will organise a 'virtual coffee' with you via a Zoom Call online to discuss your requirements for your team/s – from there we may look at a Healthcheck for your business, a bespoke solution, consultancy support or online training – or you may decide that no further action is required.

Our 'no obligation phone call' gives you the opportunity to explore all the options for success, and gets you well and truly on the way to becoming a purple cow - delivering customer service excellence across your team.

You can also book a call straight into our FIT diary – **<https://calendly.com/firstimpressiontraining>**

We look forward to speaking with you!

www.firstimpressiontraining.co.uk