

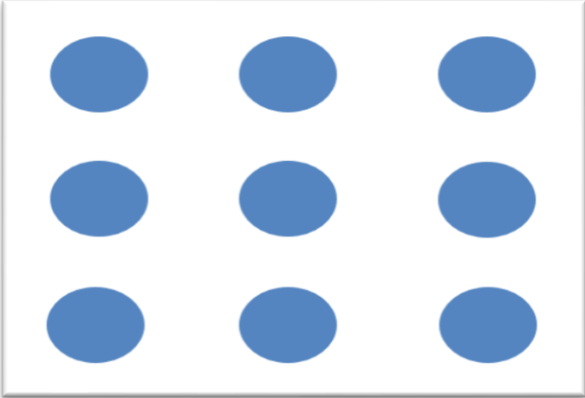
Juanita McDowell

Technology | Digital Marketing | Customer Service

Innovative Customer Service in a High-Tech World

15 Customer Service Tips for Your Associations

Module 1	Perception is Reality
1	Educate Your Team
2	Customer Service in a Tech Savvy World
3	The <i>Most Important</i> Needs of Your Members A. Rational Needs B. Emotional Needs
4	Consider Your Favorite Providers and Why
5	Use the Acronym L.A.U.R.A for Correction
	<p><u>L</u>isten to the customer <u>A</u>cknowledge their feelings <u>U</u>nderstand their feelings <u>R</u>elate to their feelings <u>A</u>ct to solve the issue</p>
6	The 3 Moments of Truth 1. First Impression 2. Peak Impression 3. Last Impression

7	There is Power in Knowing a Name
Module 2	Enhancing Your Service Senses
8	Learn Your Customer's Point of View
<div style="display: flex; align-items: center;"> <div style="border: 1px solid gray; padding: 10px; margin-right: 20px;">  </div> <div style="border: 2px solid lightblue; padding: 10px;"> <p>Directions: Connect the dots of the nine dot puzzle by striking one line through all 9 dots withOUT lifting your finger.</p> <p>Hint: You must think outside of the box.</p> </div> </div>	
9	Speed is an Illusion
10	Sharpen Your Power of Observation
11	Connect to the People You Serve
12	Know This - Multi-tasking is a Myth
13	Alternative Communication Channels for Customer Service Issues
Module 3	Building Teamwork and Actions Items for Success
14	The Secret to Motivation

15	Action Items: <input checked="" type="checkbox"/> Write a Customer Service Vision for Your Association <input checked="" type="checkbox"/> Measure Your Success
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Additional Notes:

Online Survey Tools to Explore:
www.SurveyMonkey.com
www.SoGoSurvey.com - Free Annual Nonprofit License
www.ClientHeartbeat
www.CheckBox.com
www.QuestionPro.com
www.TypeForm.com

Good Books on Customer Service:

Title	Author
<i>Hug Your Customer</i>	Jack Mitchell
<i>Building Great Customer Experiences</i>	Colin Shaw
<i>Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000</i>	Pete Blackshaw
<i>The Customer Rules</i>	Lee Cockerell

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