

**Creating Breakthrough Customer Service  
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**Part A**

1. What is your definition for excellent client/customer service?

\_\_\_\_\_

2. The “7 Epitaphs” for providing poor client/customer service are:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

3. Professor Carmichael’s “Leaky Barrel of Marketing” theory simply states that “many businesses and organizations lose their client/customers almost as quickly as they \_\_\_\_\_.”

4. Successful organizations \_\_\_\_\_ the holes in its’ barrels and lose far fewer client/customers.

5. Do you have customers or clients? Discussion:

6. The “8 Great Reasons” why your company should provide excellent customer service are:

- \* \_\_\_\_\_
- \* \_\_\_\_\_
- \* \_\_\_\_\_
- \* \_\_\_\_\_
- \* \_\_\_\_\_
- \* \_\_\_\_\_
- \* \_\_\_\_\_
- \* \_\_\_\_\_

7. The average company spends \_\_\_\_\_ time more to attract new customers than it does to keep the old ones. Yet, in many cases, customer loyalty is worth \_\_\_\_\_ times the price of a single purchase.

8. Why customers quit doing business with a company:

- \_\_\_\_\_ % die
- \_\_\_\_\_ % move away
- \_\_\_\_\_ % develop other friendships
- \_\_\_\_\_ % for competitive reasons
- \_\_\_\_\_ % are dissatisfied with the product or service
- \_\_\_\_\_ % quit because of an attitude of indifference toward the customer by the owner, manager or some employee

9. The Platinum Rule to keeping your customers/clients for life is to do unto them as \_\_\_\_\_ to be done unto. – Dr. Tony Alessandra

10. The 4 things your customers/clients want to know about you in the first two minutes:

- a. Do you \_\_\_\_\_ ?
- b. Do you \_\_\_\_\_ about me?
- c. Can I \_\_\_\_\_ ?
- d. Do you know \_\_\_\_\_ ?

11. How to acknowledge and greet your customers/clients. Discussion.

12. Little things can make a big difference to you customers/clients. Discussion.

13 Five service mistakes you must avoid are:

- a. not using the \_\_\_\_\_
- b. not giving your customer \_\_\_\_\_
- c. using the words \_\_\_\_\_
- d. discouraging the customer from giving \_\_\_\_\_
- e. taking customer's criticisms \_\_\_\_\_ not \_\_\_\_\_.

14. The four things you client/customers really want are:

- a. prompt friendly \_\_\_\_\_
- b. you to \_\_\_\_\_ their problem
- c. \_\_\_\_\_ the system
- d. if you make a mistake to fix it promptly and do something \_\_\_\_\_ !

### Part B. Becoming a Customer Again

1. Any time your client/customer comes into contact with any aspect of your company or organization, however remote, and thereby has an opportunity to form an impression it is called a "\_\_\_\_\_".

2. Some “moments of truth” in your company are:

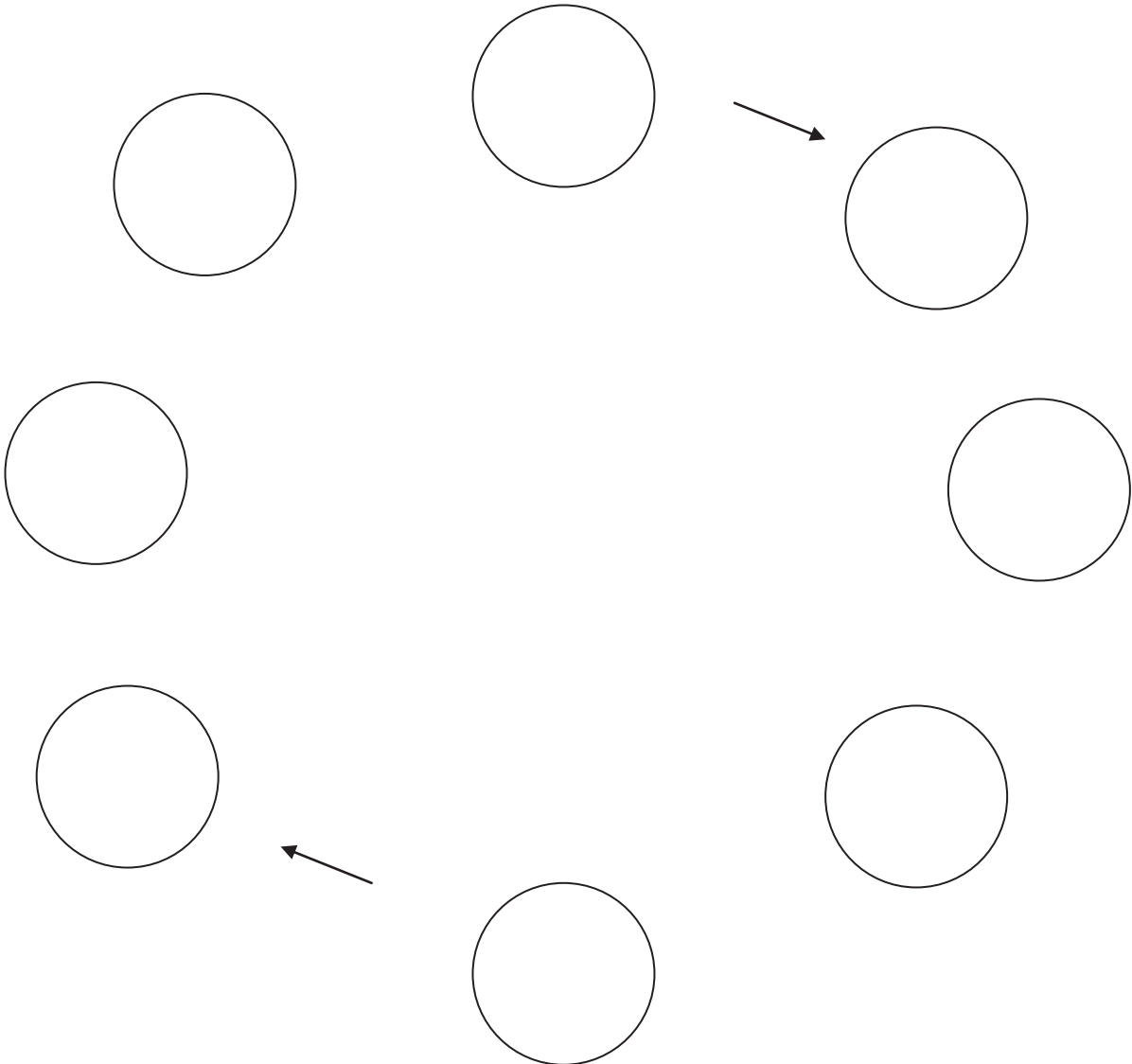
\_\_\_\_\_

\_\_\_\_\_

**Part C. The Cycle of Service**

1. The cycle of service is composed of the “moments of truth” that your customers/clients go through in the process of doing \_\_\_\_\_ with your company.

**2. Cycle of Service Exercise – Zemke & Albrecht**



1. Analyzing a Moment of Truth

<u>Required Task Actions</u>	<u>Personal Actions</u>
_____	_____
_____	_____
_____	_____

The best idea you learned and will use is:

\_\_\_\_\_

**Tom Borg** is a team performance and customer experience expert who works with small businesses and organizations in the Green Industry to improve customer acquisition and retention. He helps these organizations through his consulting, speaking, training and mentoring. To ask him a question or to hire Tom, please contact him at: (734) 404-5909 or email him at: [tom@tomborg.com](mailto:tom@tomborg.com) or visit his website at: [www.tomborgconsulting.com](http://www.tomborgconsulting.com)

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