



How to Charm Your Customers with Excellent Customer Service

**A Customer Service Training Program for Agritourism
Professionals and Direct Farm Marketers**

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UT Extension

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TN Tech University



Objectives

- To increase awareness of the importance of customer service and hospitality in building a successful business and reducing marketing risks.
- To improve knowledge and skills needed to provide excellent customer service.
- To provide tools helpful to business owners in training employees and providing excellent customer service.

Hospitality Habits

1. Make a good first impression.
 2. Communicate clearly.
 3. Be a professional.
 4. Be informed.
 5. Handle problems effectively.
 6. Make a good last impression.
- Battle Burnout with Survival Tips.



TN Program Partners



Curriculum developed based on other successful state programs:
Texas Friendly and NC Hospitality

What We've Done So Far

- 103 participants at 5 workshops in August 2013
- 48 participants at 3 workshops in December 2014
- 151 total participants



These gentlemen practiced good communication skills by giving and receiving building instructions at the Loudon workshop.

Seminar Logistics

- Ideal attendance 15-25 attendees
- Sessions from 9am to 5pm
- Expenses
 - Materials: Legos for communication exercise (one-time purchase), pipe cleaners, timer
 - Participant notebooks (3 ring binders with slides and handout set), certificates, nametags
 - Refreshments, lunch, afternoon perk (candy)
 - Instructor travel
 - Room rental
- Funding
 - Grant
 - Registration fee
 - Sponsors





Instructors

- Stacy Tomas
 - Assistant Professor of Agritourism
 - TN Tech University
- Megan Bruch Leffew
 - Marketing Specialist
 - Center for Profitable Agriculture
- Tammy Algood
 - Marketing Specialist
 - TN Department of Agriculture





What We've Done So Far

- Attendees from
 - Agritourism
 - Farmers Markets
 - Wineries
 - Non-ag Businesses



Wayne Moss (right) brought three other members of his Little Creek Farm team to the Cookeville seminar. Participants designed glasses out of pipe cleaners as a reminder to look at their operation and service through their customers' eyes. Customer perception is their reality.

Impact

Scale of Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5) and Strongly Agree (6)

Increased awareness of customer service and hospitality as an important part of market planning and implementation.

- 100% respondents Agree to Strongly Agree

Plan to evaluate my business's customer service performance and consider ways to improve it.

- 100% of respondents Somewhat Agree to Strongly Agree

Impact

Scale of Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5) and Strongly Agree (6)

Developed goals to implement the hospitality habits discussed.

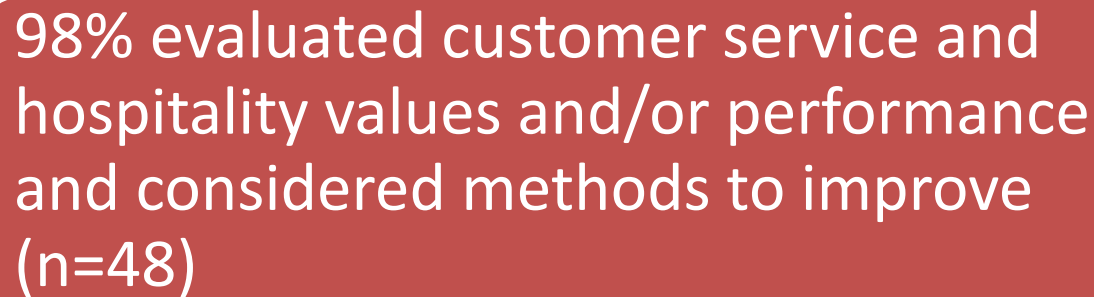
- 100% respondents Somewhat Agree to Strongly Agree

Will implement or change at least one practice or procedure to improve customer service.

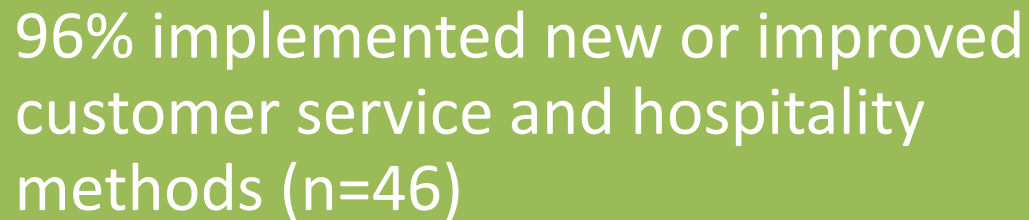
- 100% of respondents Agree to Strongly Agree

Impact 5 Months Post (from August 2013 participants)

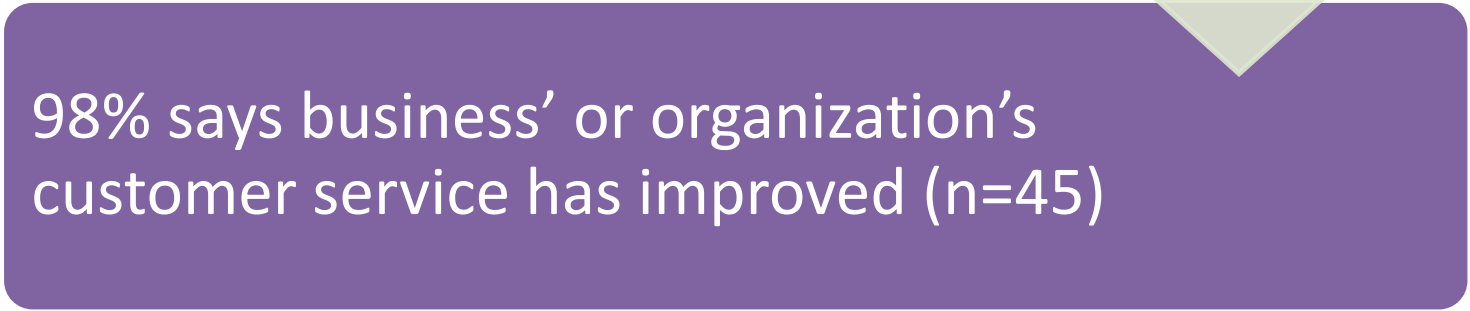
98% evaluated customer service and hospitality values and/or performance and considered methods to improve (n=48)

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96% implemented new or improved customer service and hospitality methods (n=46)

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98% says business' or organization's customer service has improved (n=45)

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Hospitality Success Story

(14 month post August 2013)

“In prior years, employee orientation included only a few statements pertaining to employees' attitude and actions. After having the workshop, during employee orientation, great time and detail was spent on employee interaction with customers. We shared film segments which exemplified some skills taught in the workshop. The importance of training vs. telling....showing video segments on how customer service impacts the customer and the business, then talking about the situations in the group and later in role-playing in pairs of employees, showed greater retention of desired skills regarding customer service. Employees seemed to "get it" that they have a job BECAUSE OF the customers and their purpose is to HELP customers have an enjoyable experience, not just PROCESS the customer (i.e. take their food order, bag or load their produce...). At the beginning of the season, "Give 'em a pickle" was quoted many times by employees to remind each other about their attitude and role with the customer. Later in the season, there was no need to quote it...it was being routinely practiced. There were far fewer issues for management to have to resolve for our customers this season!”

A Taste of



**How to Charm Your Customers
with Excellent Customer Service**

Did you know?

Almost 70% of customers

that quit do so because of

poor service

It is not your perception of how good the service is that counts.

*It's the **CUSTOMERS'** perception that count.*

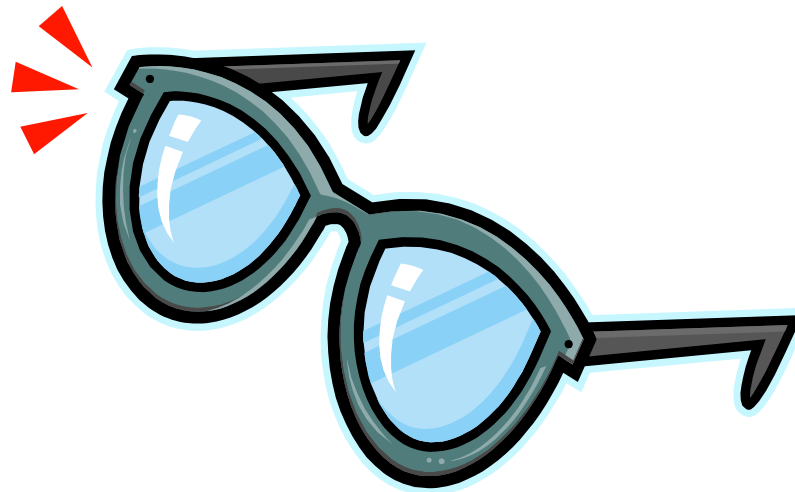
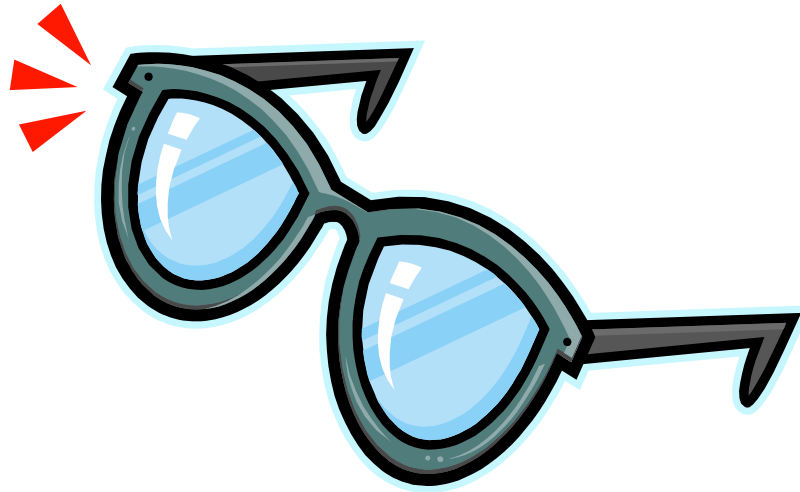


IMAGE IS EVERYTHING!

PERCEPTION IS REALITY!



When You Don't Provide Quality Service

- They complain (complainers).



- They don't come back (non-complainers).

When You Don't Provide Quality Service

**You may have more dissatisfied
customers than you think.**

- 96% of unhappy customers will not complain.
- For every unhappy customer who complains, 24 others don't!

But they tell others!

10-20 others!

HOSPITALITY HABIT 1

Make a Good First Impression



First Impressions

- Do we quickly make judgments about people?



First Impressions

Activity

- Look Through Your Customers' Eyes.



First Impressions



- Look Through Your Customers' Eyes.
 - What do they see when first drive onto the farm?
 - What do they see when they get out of their car?
 - What do they see when they interact with the first employee? What happens?
 - What else do they see at the farm?
 - What do they see when they leave?

HOSPITALITY HABIT 2

Communicate Clearly



Three Ways of Communicating

- Visual
 - Body language, eye contact, hand gestures
- Vocal
 - Tone of voice, inflection
- Verbal
 - Actual words, what is said

Three Ways of Communicating

Guess the percentage of each:

Visual

Vocal

Verbal

Three Ways of Communicating

Visual

55%

Vocal

38%

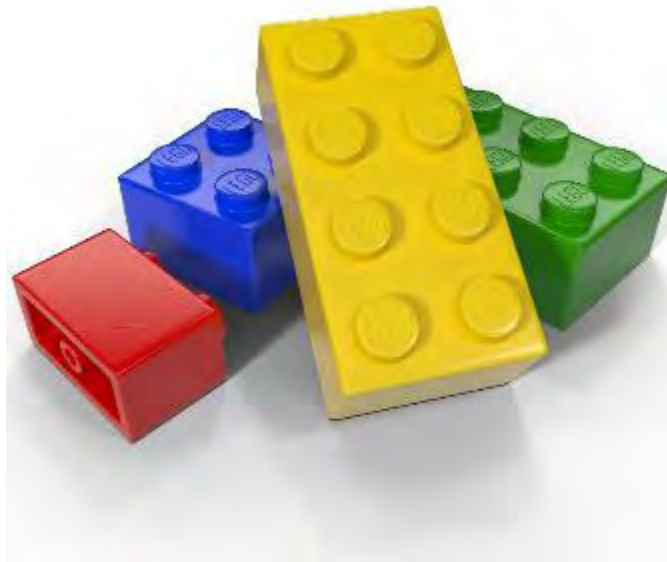
Verbal

7%

Are You a Good Communicator?

Activity

Can you give easy to understand directions?



HOSPITALITY HABIT 3

Be A Professional



Be a Professional

- Anyone can have a job.
- Not everyone is a professional at their job.



Professionalism is:

- Having an awareness of how your actions, body language and words affect others.
- Being FULLY accountable for one's actions.
- Utilizing kindness, compassion, intelligence, and direct communication to lead others.
- Learning to master a mindful, calm response to an emergency.

Professional Image

- How we look
- How we move
- How we sound
- Attention to detail



Professional Image



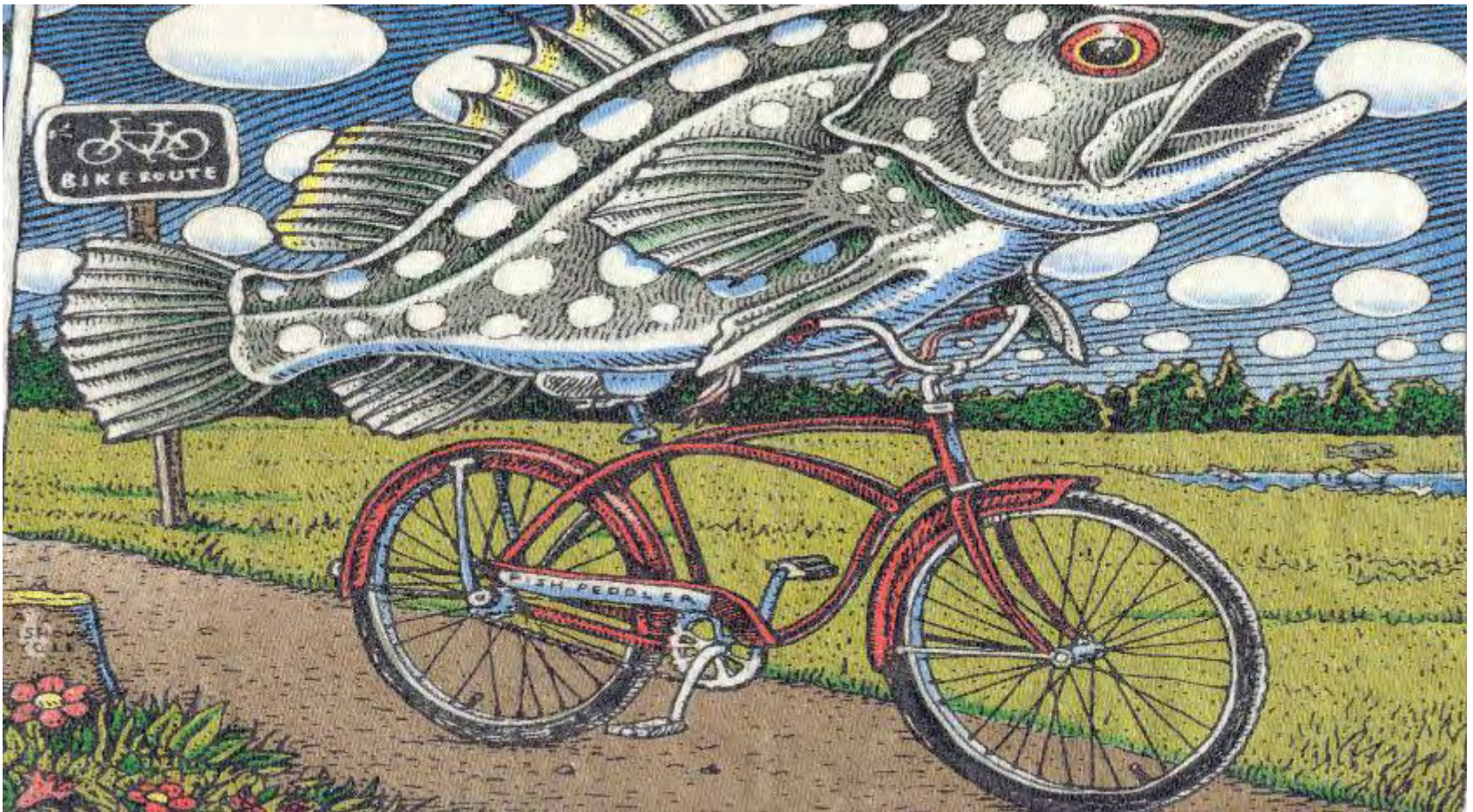
Although Your Job Is Not Easy....



And Your Job Is Stressful....

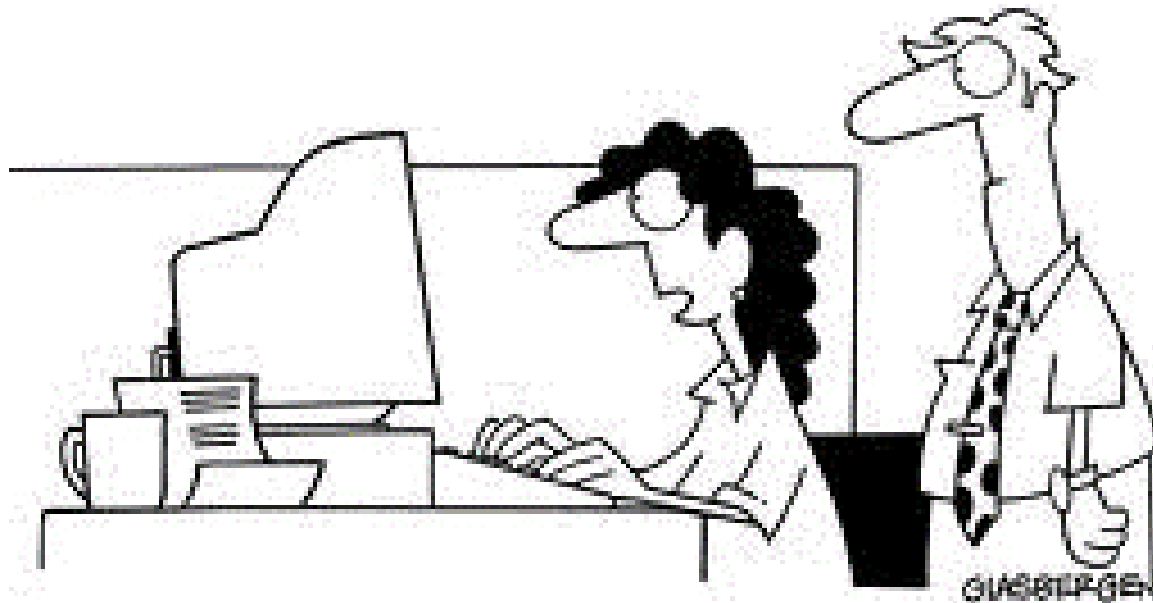


And Sometimes Your Job Seems Impossible....



It Does Not Excuse Poor Service

Don't let reasons become excuses.



"I've created a searchable database of 100,000 excuses for anything that could possibly go wrong around here."



Strive to Charm Your Customers with Excellent Customer Service

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