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BECOMING DIRECTOR OF FIRST IMPRESSIONS

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HOW MANY SECONDS DOES IT TAKE?

- How many seconds do you have to make a first impression?



ASSUMPTIONS

- Our brains make a thousand assumptions in those first moments at lightning speed.
- Are you likeable & confident?
 - It's all about the relationship!
- Are you trustworthy?
- Are you competent?

NON VERBAL CUES



NON VERBAL CUES

1. Attitude
2. Posture
3. Smile
4. Eye Contact
5. Raise Your Eyebrows
6. Shake Hands
7. Lean In Slightly – Body Language

OFFICE APPEARANCE

- Entrance well marked
- Staff welcoming



CUSTOMER SERVICE PROFESSIONALS

- We provide service
 - Customers don't have a choice for their water utility
- How do you provide good service?
 - Train your employees
 - Equip them with the skillsets and resources to serve your customer

CUSTOMER EXPECTATIONS

- Customers are more....
 - Sophisticated
 - Politically active
 - Educated
 - Informed
- Other factors impact expectations....
 - Customer Age
 - Core Values/Beliefs
 - Personality Types

CUSTOMER EXPECTATIONS

- Technology
 - Web
 - Customer Information System (CIS)
 - Telephone System
 - Interactive Voice Response (IVR)
 - Computer Telephony Integration (CTI)
 - Voice Recognition
 - Automated Meter Reading (AMR)
 - Automated Metering Infrastructure (AMI)
 - Electronic Payments

CUSTOMER EXPECTATIONS

- Immediate action
- 24/7 accessibility
- Bilingual or multilingual CSR's
- Fix their problem
- Respond to their request

EVERYONE NEEDS TRAINING!

- Anyone who interacts with a customer
 - Internal and external customers
- Who does the public talk to?

TRAINING

- Communication skills
- Diversity & Inclusion
- Listening skills
- Working with Challenging “Special” Customers
- Focus on process – not emotions
- Training box tool kit

Skills, training

Resource

Knowledge of utility, practices,
governance

SATISFY CUSTOMER EXPECTATIONS

- Partner to solve the problem
- Be engaged – provide info, explanation
- Let the customer vent, be approachable
- Listen, Be empathetic, Be approachable
- GET TO THE “CORE ISSUE”
- Fix the problem – don’t place blame
- Keep your word, under promise over deliver
- Develop your core message

SATISFY CUSTOMER EXPECTATIONS

- Examine your own contribution to the difficult behavior pattern
- Be flexible in your communication modes
- Encourage desirable behavior patterns
- Maintain a good attitude
- Offer resources for self help
- Accentuate the positive – magnify good points
- Present small and simple resolutions to the issues
- Maintain a good attitude

SATISFY CUSTOMER EXPECTATIONS

- Always respect the customer's opinion
- Offer resources for self help
- Accentuate the positive – magnify good points
- Present small and simple resolutions to the issues
- Mutual respect, focus on team work
- Relationship – It is not the outcome, more how you made me feel

EVERY DAY GOES AS PLANNED

- Mainline breaks
- Weather events
- Boil water notices
- Rate increases

NOW HIRING

Applicant must possess a friendly, approachable demeanor with troubleshooting skills. Ability to know our agency inside and out from source to tap including policies IMMEDIATELY. Must be capable to listen, ask the right questions, take notes, and show you are listening. Must also have the ability to restate what you heard without promising an outcome. Will NEVER have a bad day while on duty from 7 am until 5:00 pm.

HOW DO YOU COPE?

- Take a deep breath
- Walk away from it
- Eat a healthy snack
- Ask co-worker/supervisor for assistance
- CSR under fire
- Relief
- Resources
- Support
- DON'T TAKE IT PERSONALLY

FIRST IMPRESSIONS

- Remember – impression is based on:
 - 7 % Words
 - 38% Tone
 - 55 % Body Language

ATTITUDE – CHARLES SWINDOLL

“I am convinced that life is 10% of what happens to me and 90% how I react to it. And so it is with you....we are in charge of our ATTITUDES.”

ATTITUDE – CHARLES SWINDOLL

“The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company....a church.....a home.”

MAYA ANGELOU

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

QUESTIONS

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