The Secrets of Service

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Community Vitality Initiative
You are a front door to the University!
For many, these two go together – *high visibility & expectations!*
Customer Service: What does it look like?

We expect it but we never *REALLY* talk about how to make it happen?
At the end of the session...

- One thing you will do differently as a result of what you learned today!
One of the Giants of the Service Sector

[Image of Disney characters]
Customer Service is *Easy*, Right?

What are some challenging customer service experiences?

Let’s Share…
The “Secrets of SERVICE”

• Unique situations
  • always present
• Our job …
  • best possible service!
• Tools = “Secrets of Service”
Secrets of S-E-R-V-I-C-E

See it from the customer’s point of view
Another side to this...Stereotypes
We stereotype or group people need to see it from *their* viewpoint, not ours.
MG eXample - Passionate Tree People!
Secrets of \textbf{S-E-R-V-I-C-E}

\textbf{Enjoy helping others}

James Arthur Vineyards, Raymond
Courtesy NE Tourism Commission
Create Understanding
You help someone and they appreciate it – you **feel good**. Encourages you **to do it again!!**
Secrets of S-E-R-V-I-C-E

Respond courteously
We can’t take it personally
Just watch people in a group – we follow or mirror each other.
Secrets of S-E-R-V-I-C-E

Volunteer your ideas
Be courteous - seek commonality

✓ Ask questions that are simple and straightforward.
✓ Try to use the other person’s name to capture their attention.
✓ Keep questions short and to the point.
✓ Ask only one thought per question.
✓ Avoid jargon, slang, or abbreviations.
✓ Avoid asking pointed questions (such as ‘why did you…’ Instead, use phrases such as – ‘could you tell me…’ ‘describe to me…’)
✓ Smile to send a warm and welcoming voice, in person & over the phone.
Some ideas...

“You might want to try this variety…”

“Have you ever tried or experimented with …”

Other suggestions?
Secrets of S-E-R-V-I-C-E

I can make a difference
Disney Space Mountain
MG example - Demo sites, materials available, etc.

Brown Patch Disease of Turfgrass

Loren J. Giesler, Extension Plant Pathologist

Introduction

Brown patch is a common disease found nearly in tall fescue although it can affect all types of turf. Cultural practices are the first line of defense in managing brown patch, however, fungicides also effectively control this disease. The following information describes the disease and how to identify and manage it.

Cause, Hosts, and Occurrence

Cause: Rhizoctonia solani

Principal hosts: Ryegrass, tall fescue, creeping bentgrass, Kentucky bluegrass.
Secrets of S-E-R-V-I-C-E

Customer Service Attitude

Rule #1
The customer is always right.

Rule #2
If the customer is ever wrong, re-read Rule #1.
The customer is *always* the customer!
When things go wrong – or they think they go wrong

USE L - A – S - T

L - listen
A - agree and apologize
S - satisfy – “What can I do to make it right?”
T - thank the customer (It’s much better to have them make the complaint to you than to see it on Facebook or Twitter!)

- from Tammy Fritsch, Pizza Hut Manager, Broken Bow
I am listening for my answer!

People shopping for the answer they want to hear!
Going to lots of people for the answer THEY want???
Secrets of S-E-R-V-I-C-E

Every detail matters
Details Matter – Disney is the standard!

Business
• clean & orderly
• signs
• inviting

Employees
• clean
• appropriate (Dress code)
• name tags
Set the Bar of expectations

• Let customers know what to expect
• Let customers know when they are getting “extras”
• Under-promise, over-deliver
• Lead by example
What does that look like for Master Gardeners?

• How you answer the phone?
• Shirts and nametags?
• County Fair or Home and Garden Show booths?
• How you interact?
• What do you think is important?
A Caution Detail!

It’s easy to do NO vs. thinking about what we **CAN do** or Yes

✓ Example – “We will be closed on Friday but first thing Monday morning I will give X a call and see if we can get information to you.”
A “Moment of Truth”

Go back to the challenge…

*How could have the “Secrets of Service” been used?*

**S**ee it from the customer’s perspective  
**E**njoy helping others  
**R**espond courteously  
**V**olunteer your ideas  
**I** can make a difference  
**C**ustomer is always right!  
**E**very detail matters
To Wrap Up…

• Unique situations
  • always present
• Our job …
  • best possible service!
• Tools  = “Secrets of SERVICE”
One Last Thing...

Please share…

“One thing I will do differently as a result of the Secrets of Service”

A Qualtrics survey will be coming your way!
For your service & for all that you DO!
The Secrets of Service

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