



Customer Service in the time of COVID-19

Excellence before COVID

<https://www.youtube.com/watch?v=opXfjECaTIA>

- To say we live in interesting times is an understatement. Social distancing, face masks, quarantines, and self-isolation.
- To put it bluntly, things are not normal out there. COVID-19 is impacting people and how we deliver service on a myriad of levels and will continue to do so for awhile.
- What no one knows yet is how the pandemic will end. This coronavirus is unprecedented.
- The end game will likely involve a mix of efforts that stopped past historic outbreaks: social-control measures, medications and a vaccine.

STOP THE SPREAD

- As a reminder, here are the basics of stopping the spread of COVID. When it comes to worker and customer safety, we should be driven by the 'precautionary principle'.
 - Be informed be prepared and be aware.
 - Wear a mask.
 - Maintain physical distancing (6 feet) No handshakes
 - Wash your hands frequently.
 - Use alcohol-based hand sanitizer.
 - Avoid touching your eyes, nose, and mouth.
 - Stay home when you are sick.
 - Cough or sneeze into a tissue or your elbow.
 - Clean and disinfect frequently touched objects and surfaces

ADJUST AND UNDERSTAND

- During this challenging time, we must adjust our behaviors both as customers and service providers, working together to get through it.
- That includes how we interact with our customers.
- Understanding it is also a challenging time for our customers, first and foremost, display patience, kindness, and understanding.
- We can hope they will reciprocate!

Digital Transformation

- Consider this an opportunity to rethink how you produce excellence in customer service.
- COVID should lead to service optimization
- While it may not seem ideal, now is the time to commence or expand capacity with self-service solutions.
- ADAPT & INNOVATE to improve service

Digital Transformation Defined

- Digital transformation marks a radical rethinking of how an organization uses technology, people and processes to fundamentally change customer service performance.
- Fast forward to the cloud. The cloud-based organization allows workers and customers to interact on a regular basis from anywhere.

BENEFITS OF SELF-SERVICE

- Self-service helps you reduce the staff load by helping your customers get what they need, when they need it, in a safe and convenient way for them. Increase customer use of self-service by providing automated solutions to common requests
- Possibly install and help customers complete requests and get answers with an automatic chatbot, chat queues, and expanded FAQ.

DIGITAL CAN BE YOUR FRIEND

- Go digital with your services to continue to provide access to your customers. Use a free tool like Google Hangouts, Skype or Zoom to offer your services remotely. ZOOM type video technology will eliminate person to person contacts and provide time saving convenience for our customers.

COMMUNICATE

- Assure customers and communicate clearly how they will be assisted as quickly as possible and allow them to leave voicemail messages, send emails, or use social media channels that enable future follow up. Set clear measurable expectations on customer service.
- What gets measured gets managed.
- What gets managed gets done.

Wake Up

- Why does the mushroom always get invited to the party...?
- Because it's a fungi!
- Have you ever seen an elephant hiding in a tree?
- That's because they are good at it!



"It went pretty well. The auditor took one look at my files and retired!"

WORKING FROM HOME

- Will home based work become the new normal? It might be exciting!

<https://www.youtube.com/watch?v=rOWGe7uOuPU>

FLEXIBILITY IS ESSENTIAL

- Chris Parke, CEO of Talking Talent, notes: “The only way to survive such unpredictability will be to have solid processes and best practices in place that make flexible working practical and manageable for everyone.”
- With that in mind, let’s explore some of the key considerations and best practices to help your customer experience and/or customer service team adapt, survive and thrive in a homeworking environment.

Tips for Working from Home

- Set a schedule
- Create a dedicated workspace
- Have the proper equipment
- Get dressed every day
- Collaborate more than ever
- Set boundaries with others at home
- Take frequent breaks
- Make time for professional development

Employer Tip for Home Workers

- Banish bad attitudes towards flexible working
- Be flexible
- Understand the context in which team members are working
- Ensure your people have the tools to succeed.

- With new knowledge, hopes for new technology, and inspired employees. We can take it to a new level of service and not.....
- <https://www.youtube.com/watch?v=bTbHwnxCGal>