



# ***The Secrets of Service***

*Cheryl Burkhardt-Kriesel, Extension Specialist*

*Jessica Jones, Extension Educator*

*Marilyn Schlake, Extension Educator*

*Community Vitality Initiative*



*You are a front door to the University!*

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For many, these two go together –  
*high visibility & expectations!*

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# Customer Service: What does it look like?

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We **expect** it but we never ***REALLY*** talk about how to make it happen?





# At the end of the session...

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

















# One of the Giants of the Service Sector









# Customer Service is *Easy*, Right?

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What are some challenging  
customer service  
experiences?

Let's Share...



# The “Secrets of S E R V I C E”

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- Unique situations
  - always present
- Our job ...
  - best possible service!
- Tools = “Secrets of Service”



# Secrets of **S**-E-R-V-I-C-E

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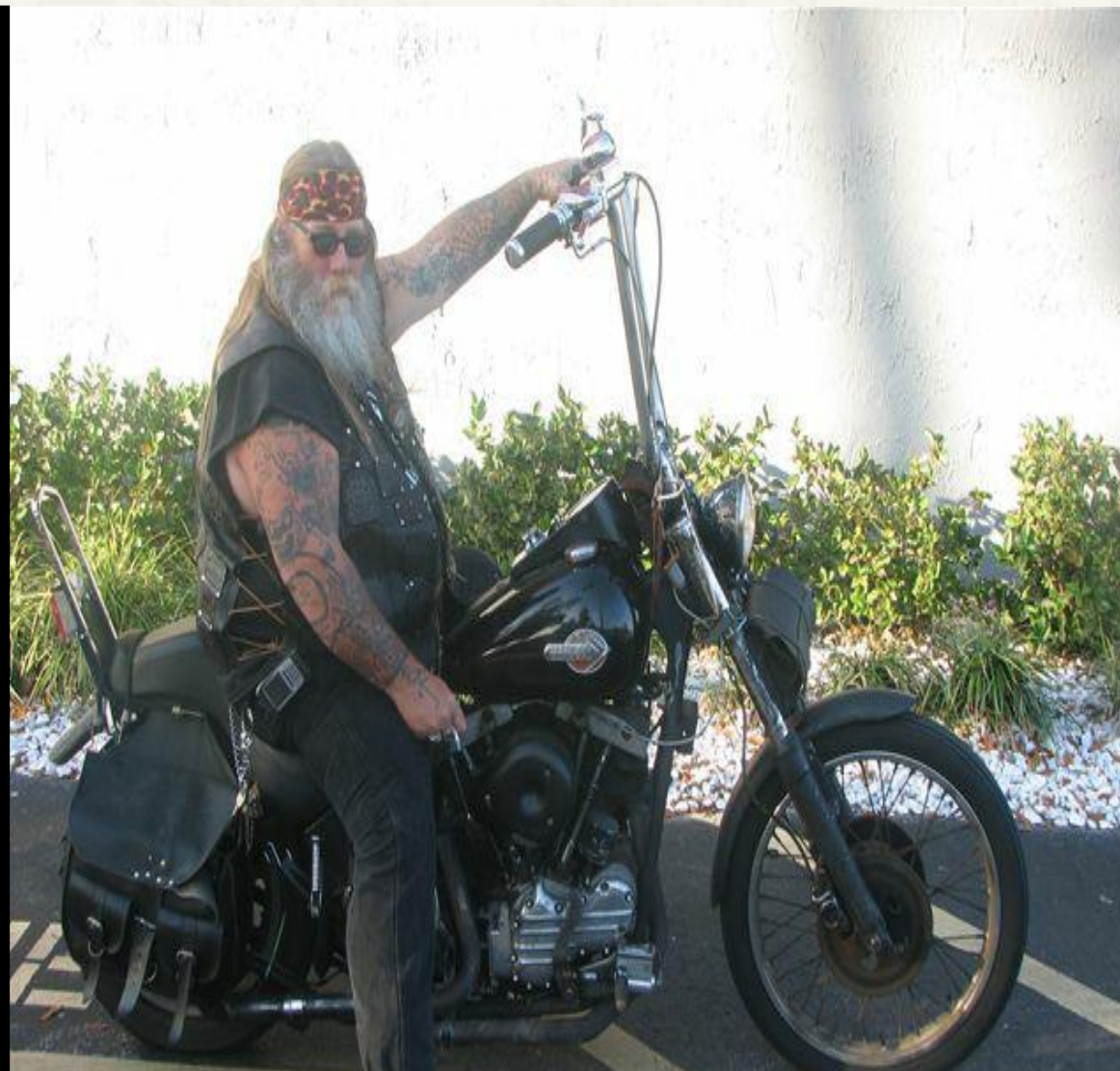
**S**ee it from the  
customer's point of view





# Another side to this...Stereotypes

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**We stereotype  
or group people  
need to see it  
from their  
viewpoint, not  
ours**





# MG eXample - **Passionate Tree People!**

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# Secrets of S-**E**-R-V-I-C-E

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**E**njoy helping  
others



James Arthur Vineyards,  
Raymond  
Courtesy NE Tourism  
Commission





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# 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

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**R**espond  
courteously





***We can't take  
it personally***



# Just watch people in a group –

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we follow or  
mirror each  
other

# Secrets of S-E-R-**V**-I-C-E

**V**olunteer your  
ideas





# Be courteous - seek commonality

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- ✓ 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...*

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*“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

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**I** can make a  
difference





# Disney Space Mountain

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# MG example - Demo sites, materials available, etc.



# Secrets of S-E-R-V-I-C-E

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## Customer Service Attitude

### Rule #1

The customer is always right.

### Rule #2

If the customer is ever wrong,  
re-read Rule #1.

Customer is  
always right?







The  
customer is  
*always* the  
customer!

# When things go wrong – or they think they go wrong

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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





# MG example

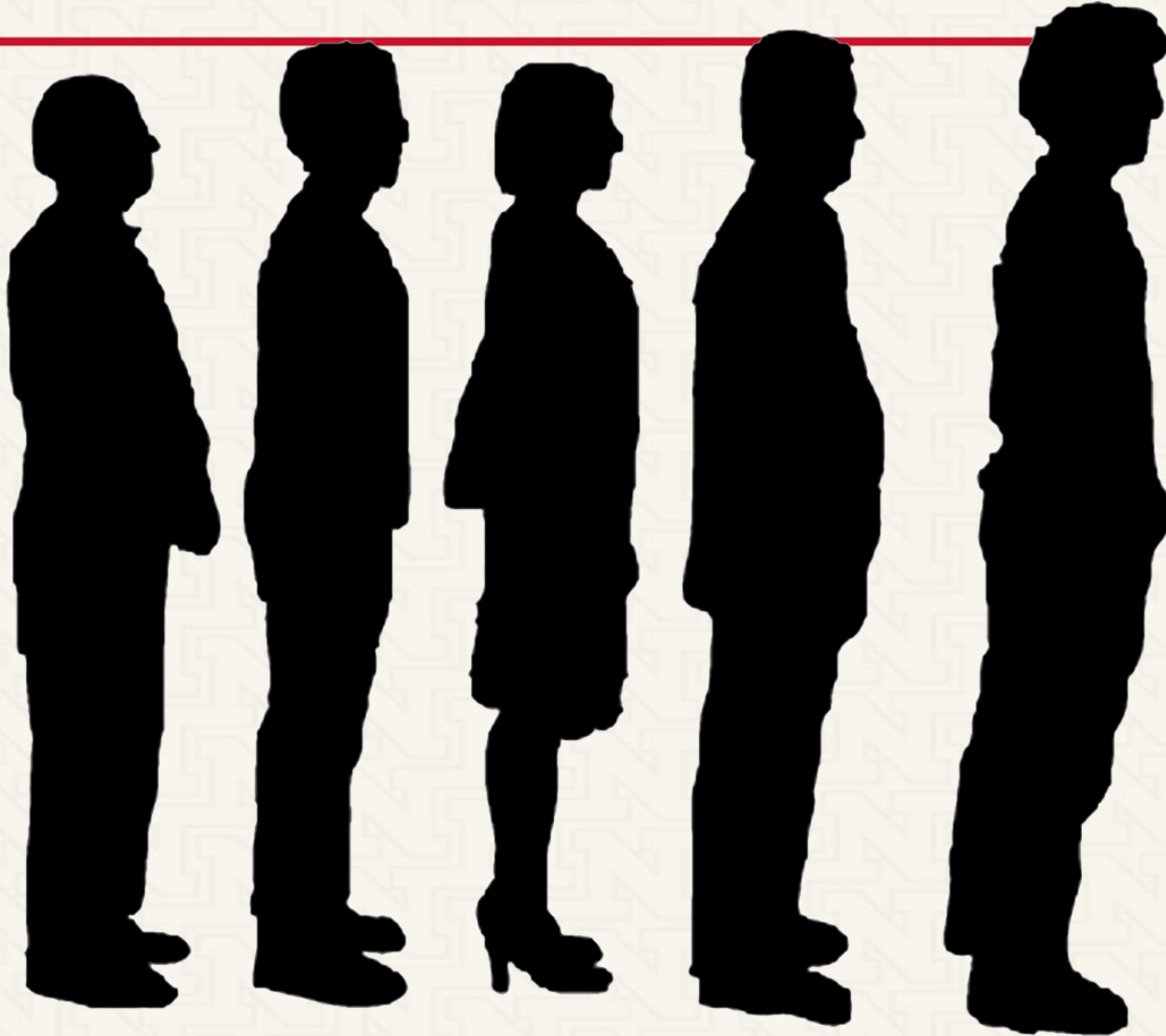
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*I am listening  
for my  
answer!*

People shopping  
for the answer  
they want to  
hear!



W  
N  
E



Going to  
lots of  
people for  
the answer  
***THEY***  
want???



# Secrets of S-E-R-V-I-C-E

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Every detail  
matters



# Details Matter – Disney is the standard!

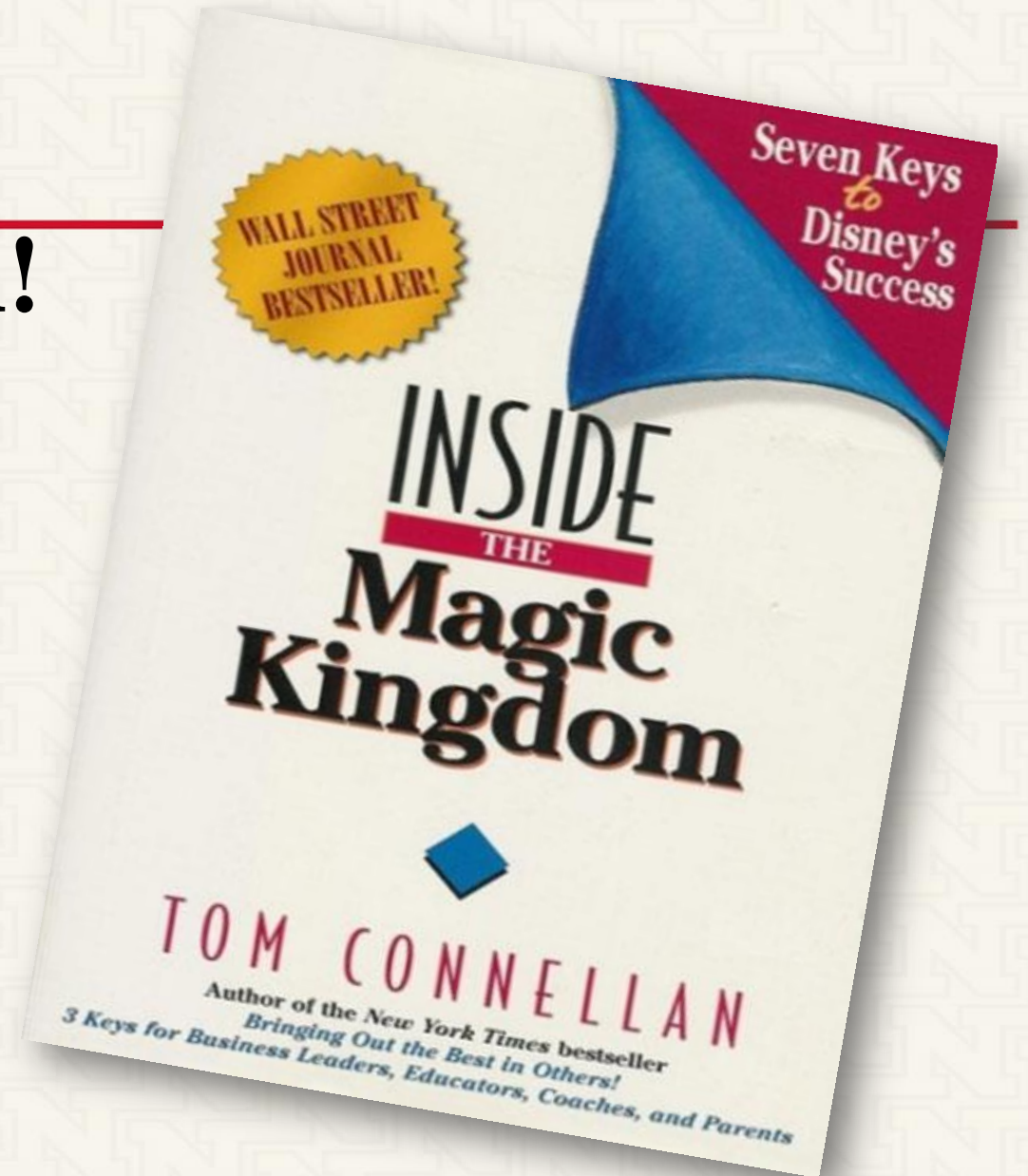
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## Business

- clean & orderly
- signs
- inviting

## Employees

- clean
- appropriate (Dress code)
- name tags





# Set the Bar of expectations

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- 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?

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- 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!

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

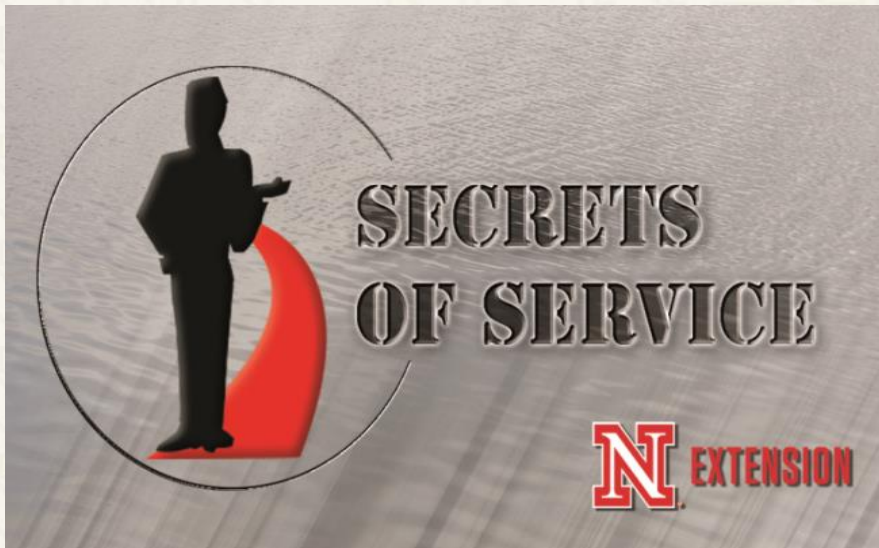
- ✓ Example – *“We will be closed on Friday but first thing Monday morning I will give X a call and see if we can get information to you.”*

# A “*Moment of Truth*”

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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...

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- Unique situations
  - always present
- Our job ...
  - best possible service!
- Tools = “Secrets of **SERVICE**”



# One Last Thing...

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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*

*Cheryl Burkhardt-Kriesel, [cburkhardtkriesel1@unl.edu](mailto:cburkhardtkriesel1@unl.edu)*

*Jessica Jones, [jessica.jones@unl.edu](mailto:jessica.jones@unl.edu)*

*Marilyn Schlake, [mschlake1@unl.edu](mailto:mschlake1@unl.edu)*





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