

Leading Remarkable Customer Service Teams

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**Who is your
customer?**

Why Customers Quit

- **15% Find “better q_____”**
- **15% Find “better p_____”**
- **21% Claim lack of contact or individualized attention**
- **49% Say contact was poor & inconsistent**

From *Guerilla Marketing* by Jay Conrad Levinson, et al

**What Others
Think**

**What You
Think**

R

S

T

D

Your “USP”

Creating

**THE
EXPERIENCE**

for your _____.



5 Cool Ideas for Being Pro-Active

- Communication reduces stress.
- Confrontation is g_____.
- Assertiveness is the way to go.
- No one has enough s____-e_____.
- Change comes with p_____

Hmmm . . . #1

**People are your
greatest r_____.**

***From “Hmmm . . . Little Ideas With BIG Results,”**

by Michael Angelo Caruso Copyright 2000 by Takoya Press

Hmmm . . . #2

Find something you l_____
about people you don't l_____.

Hmmm . . .

**Use deep emotional bank
deposits a la Covey*.**

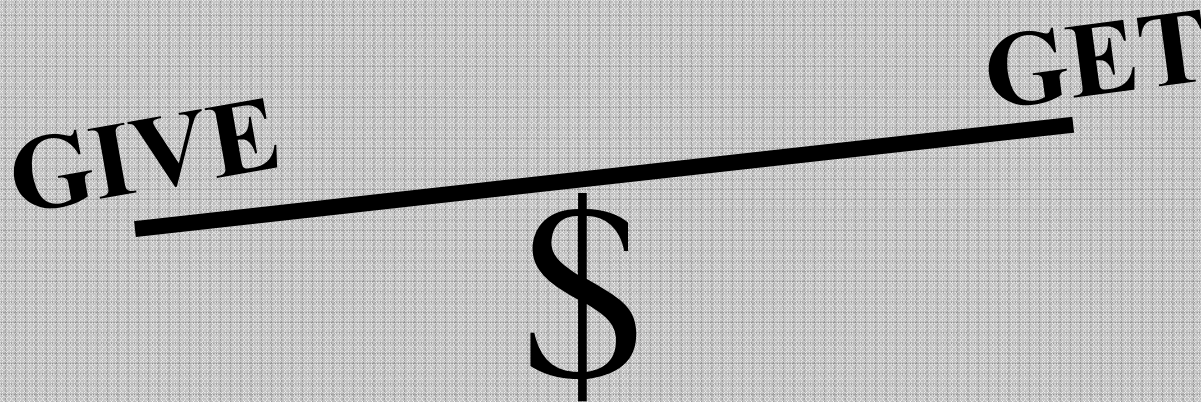
***The “7 Habits of Highly Effective People,” by Stephen Covey**

Elevator Speeches Set the Tone

- **B_____ (12 words or 15 seconds)**
- **U_____**
- **Psychologically a _____
(what are you the “best” at?)**

**The 15 most powerful words
you can ever use with another
person are . . .**

The Customer Service Balancing Act



Caruso's Relationship Techniques

- **“What are you doing . . . ?”**
- **Leverage cool information**
- **Tell personalized stories**
- **Skip the negative**

5 Cool Ideas for Active Listening

Telephone Techniques

- **Creative voice mail**
- **Watch your language**
- **Use calls to update accounts**
- **Ease into and out of calls**

The Hostile Animals

Animal	Alias	Traits	Creative Strategies
Bull	Bully, Intimidator, Micro-mgr	Loud, near, sloppy	Interrupt with l____, neutral noise; never c_____ the bull
			Emotion cripples r_____ discussion
			A Michael Angelo Caruso Presentation

The Hostile Animals

Animal	Alias	Traits	Confrontation Strategies
Fox	Sniper, gossip, passive-aggressive	Distant, deadly, likes anonymity	E_____, shine the light
			A Michael Angelo Caruso Presentation

Bad Company

Animal	Alias	Traits	Creative Strategies
Pig	Time Waster	All “me,” all the time	“UPR Sandwich” and “Walk With Me” technique
			A Michael Angelo Caruso Presentation

Negaholics

Animal	Alias	Traits	Creative Strategies
Rat	Negaholic, Pessimist	Limited vocab, Speak in absolutes, i.e., “always, never”	1. Prove the e_____ 2. Walk away
Mouse	Whiner	N_____	Go “Columbo”
Weasel	Complainer	P_____	Manipulation as in “Seat of the Soul” by Zukav

Hmmm . . .

**You can never, ever, ever
c_____ another person.**

Give “life like” service

Food for Thought

- **“Excellent choice!”**
- **“No rules, just right”**
- **Matt’s Rules**
- **“Fresh ground pepper?”**
- **“Get your own darn soda!”**

I'm Feeling Better Already

- **Health care is personal**
- **“7:30 means 7:30, Doctor”**
- **Can you make it to OR okay?**
- **Phone in ‘scripts from site**

CUSTOMER CARE ADVICE

*We should care **for**
our customers.*

Retail Service

- **The “Nordstrom ‘Thank You’”**
- **Choose your words carefully**
- **Your customer’s favorite word**

3 Ways to Help the Customer Feel Important

- 1. Get them involved**
- 2. Let them have the ball**
- 3. Show appreciation**

Michael Angelo Caruso presents

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