



Customer Service

Back to the Basics

The Importance of a SMILE ☺



Exceptional versus Subpar Customer Service makes an impact!

- **Have you ever experienced poor customer service?**
- Say you are at a drive thru getting your favorite meal; but the worker at the window is a grouch – no smile, no friendliness, no eye contact, and just has a bland personality.
- **Does this type of service make you want to return to that location?**
- In contrast what if the greeter at the window was pleasant, welcoming, and had a here to help attitude; would you consider this experience better than Subpar? Perhaps they ended your interaction with a thank you for visiting us and we look forward to serving you again.
- **Would this last interaction represent an enjoyable type of Exceptional Customer Service?**
- **Would you want to get your food again from that location?**

Customer Service with a SMILE!



What is the definition of a Smile as it relates to Customer Service?

Can a Smile set you up for success?

How does Customer Service with a Smile impact your business?

Does a Smile distinguish you from your competitors?



Smile in Customer Service means what?



S = Set the Stage at the beginning: Prompt tone with the, “Here to Help” actions. Make sure to build rapport by asking probing questions. Show that you are interested and want to provide a solution. Build bridges not create more walls.

M = Make sure to acknowledge & assure that you understand the concern and are working to address. Position yourself as the authority – take ownership. Arm yourself with the appropriate tools and resources. Act accordingly to get to a “win-win” resolution.

I = Include feedback along the process. Always be an active listener who restates the concern as you understood it to be and then ask have, I captured your concern today? Take notes throughout the interaction.

L = Look to provide solutions. There are always obstacles but focus on how can you find a solution and resolution.

E = Empathy goes a long way. Be the advocate and ally in the interaction. Build rapport by relating with the situation.



Can the SMILE Principle set you up for success?

The way we conduct ourselves personally overlaps into our professional habits. The following statements offer how a smile can impact life:

‘A simple smile. That’s the start of opening your heart and being compassionate to others.’ – Dalai Lama

‘Few things in the world are more powerful than a positive push. A smile. A world of optimism and hope. A ‘you can do it’ when things are tough.’ – Richard M. Devos

‘Life is like a mirror. Smile at it and it smiles back at you.’ – Bryant H. McGill

‘Use your smile to change the world, don’t let the world change your smile.’ – Chinese Proverb

‘A smile is the universal welcome.’ – Dr. T.P.Chia

To learn more on the benefits where a SMILE attitude creates a healthy and successful life; Click to read the following article:
[121 Smile Quotes to Make Your Day a Little Happier](#) by Jessa Pangilinan



**Smiling contributes
to your work and success,
as well as your
health and happiness.**

– Dr T.P.Chia





Which option makes the best first impression?

When you go into a job interview which choice would leave a better impression on the hiring manager?

- Frown
- Expressionless
- Smile

The correct choice will always be a SMILE.

A SMILE represents confidence and interest.

When you present this type of expression then you have a leg up on your competition. Likewise, a business who have employees that lead with a smile instead of no emotions or worse a frown will always attract customers.



The attitude a smile brings to a business...

- Internal and external customers are more willing to invest in a business that has a welcoming atmosphere.
- If there are “promoters” of your company spreading positive messages; then that has a ripple effect.
- Perspective clients often support and subscribe to business products and services based on word of mouth, online ratings, social media presence, and website first impressions.
- Therefore, there is a significant impact on the business profitability and sustainability when it is perceived as a welcoming place to support.
- Often a SMILE is the difference between growth and decline.



Does a SMILE
help you stand
out from your
competition?

A Smile creates an
“Exceptional Customer
Experience!”

[Retention through
Exceptional Customer
Service](#)

**Click the above link to
view this video:**

Exceptional Customer Service | John
Bocuzzi, Jr. | TEDxBryantU |
length: 8 mins 20 seconds |
Mar 5, 2018

A SMILE creates a culture of
excellence.

Do you enjoy your work?

**Is your company one that
values friendly, exceptional
service from the CEO to the
front-line workers?**

Cultivate the exceptional
SMILE driven service in
employees from top down to
attract and retain customers.

People want to experience
joy and happiness.

[Click to \(learn more\):](#) Let us
be the ones to bring Joy back
(6-minute article read). ☺



Customer Service SMILE Quiz (10 Questions)

- True or False: Internal and external customers are more willing to invest in a business that has a welcoming atmosphere.
- True or False: A Smile represents interest and insecurity?
- True or False: A subpar greeting makes for an exceptional customer service experience?
- True or False: A Smile interaction includes becoming an advocate and ally for the customer?
- True or False: A Smile can contribute to growth and retention for a business?
- True or False: Building rapport is not a good way to set the stage in a SMILE interaction?
- True or False: Taking notes, taking ownership, and providing feedback is not part of the Smile customer service experience.
- True or False: The Exceptional Customer Service video speaker shared how his typical perspective on what glasses work best for him was changed.
- True or False: A company website, word of mouth, and their social media presence impacts a customer's perception.
- True or False: Joy and happiness is a key identifier for how a customer experience impacts a person.



Customer Service SMILE Quiz (10 Questions)

LET US SEE HOW YOU DID?

- True or False: Internal and external customers are more willing to invest in a business that has a welcoming atmosphere. **TRUE**
- True or False: A Smile represents interest and insecurity? **FALSE**
- True or False: A subpar greeting makes for an exceptional customer service experience? **FALSE**
- True or False: A Smile interaction includes becoming an advocate and ally for the customer? **TRUE**
- True or False: A Smile can contribute to growth and retention for a business? **TRUE**
- True or False: Building rapport is not a good way to set the stage in a SMILE interaction? **FALSE**
- True or False: Taking notes, taking ownership, and providing feedback is not part of the Smile customer service experience. **FALSE**
- True or False: The Exceptional Customer Service video speaker shared how his typical perspective on what glasses work best for him was changed. **TRUE**
- True or False: A company website, word of mouth, and their social media presence impacts a customer's perception. **TRUE**
- True or False: Joy and happiness is a key identifier for how a customer experience impacts a person. **TRUE**



A group of business people in a meeting, looking at a tablet and a smartphone, with coffee cups nearby.

Want to learn more Customer Service Basics?





Skills I bring to the table...

- Determination to succeed even when challenged to come from the bottom to take the lead.
- Attitude it takes to always destroy boxes of confinement, change language of excuses, and instill mindsets of Elite Behavior
- Communicator with 20 + years of observations, training, coaching, and winning track record to strive for excellence.
- I put in the work with results - I bring creativity, a different perspective that may not have been thought about, and an honesty where ethics is key.



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