

# Creating Magic Moments of Customer Service

INTEGRATING YOUR VALUES INTO YOUR ORGANIZATION



## **Presentation Objectives**

1. Define excellent customer service
2. Identify your Mission and Values
3. Explore opportunities for “Magic Moments”

# What is Customer Service?



- Routinely Exceeding your customers expectations by paying attention to Every detail of the delivery of your product or service.
- Exceeding expectations is the standard call of duty.
- When many little “wows” are delivered consistently and continuously- they add up to a big WOW!

# The Power of a Common Purpose

COMMON PURPOSE DEFINES THE CRITERIA BY WHICH SERVICE DECISIONS ARE MADE AND JUDGED



- What is your Mission
  - What do you do?
  - How do you do it?
  - Who are your customers?

## What is YOUR mission?

- At Retirement Connection...  
"Our mission is be the primary resource for older adults, caregivers and professionals by providing the most comprehensive local print guide, website and networking opportunities."

- What are your Values
  - This is what guides are efforts, facilitates decision making, and how you measure your performance.

- Retirement Connection Values...
  - Integrity
  - Quality
  - Retention
  - Community
  - Philanthropy

# What are your delivery systems



- Staff
- Setting
- Processes

# Staff



- Make eye contact and smile
  - Greet Each and Every Guest
  - Seek out Guest Contact
  - Always Provide Immediate Service Recovery
- Display Appropriate Body Language at All Times
  - Preserve the “Magical” Guest Experience
  - Thank each and every Guest

# The Magic of Integration

DELIVERING QUALITY STANDARDS VIA PEOPLE, PROCESS AND PLACE.



- How are your values integrated within your cast, setting and process?
- Where can you improve?

Integration Matrix

	Cast	Setting	Process
Value #1			
Value #2			
Value#3			
Value#4			

# Examples of Magic Moments of Customer Service

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After getting amazing suggestions from you all regarding some important values, we have selected 5 to make our incentive cards with! We are going to call them our "**Frontier Magic Moment**" Cards.

The moments we will be looking for are:...

- **Compassion:** For those moments where sincerity and kindness shine!
- **Integrity:** For those moments when we do the right thing, even if no one is watching.
- **Teamwork:** For those moments when we unite to support and strengthen our co-workers
- **Discipline:** For those moments when we work hard and pay attention to detail, no matter how small the task
- **Excellence:** For those moments when we go above and beyond to do something special.

**-Mt. Bachelor Memory Care**

# Examples of Magic Moments of Customer Service

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Sharing our **Magic Moment** for the day...

There was a patrol officer parked out back behind our building and had been there during the entire lunch process.

Chef Ron plated up his amazing lasagna, fresh garlic bread and fresh veggies and headed out. He went to the window, waved and smiled.

Long story short, he thanked her for the services they provide and insisted she take the meal. She got teary eyed, stated that this type of thing just does not happen very often and graciously accepted. Ron let her know she is welcome any time and to come hungry.

**-Lone Oak Assisted Living**



# The Take Aways...



Each Magic Moment creates and strengthens a bond between customers and company .

It is not the Magic that makes it Work.  
It is the Work that makes it Magic.

Everything Speaks.

If you can dream it, you can do it.

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