

ENGAGE YOUR TEAM TO ROLL OUT THE RED-CARPET

SOMETHING TO REMEMBER

- ✓ When you Roll Out the Red Carpet for Customers, they run out and tell everyone they know.
- ✓ Your customer service is only as good as your least engaged employee.
- ✓ Your Leadership lays the Foundation for Red Carpet Success.

7 STEPS TO RED CARPET LEADERSHIP

EXPECT



ENGAGE



EXCITE



- Start with your Core Values.
- Define Actionable Expected Service Behaviors.
- Set and Share Measurable Goals - for Implementation & Results.
- Lead by Example.

- What do we Start? What do we Stop? What do we Continue?
- Host a Customer Experience Idea Contest.
- Red-Carpet Rounding.

- Treat THEM to a Red-Carpet Experience.
- Make it Fun, Exciting and Special.
- Find new ways to tell the same story.

This step sets the stage for how and who you hire; how you onboard and orient new team members; what skills you train; and how and what you communicate.

EVALUATE



ENCOURAGE



EMPOWER



- Treasure it? Measure It!
- Continually Share the Results.
- Celebrate Success.
- Look Within - What Needs to Change?

- Communicate Continuously.
- Tell Stories worth Sharing.
- Say Thank You - Specific, Sincere, Spontaneous, Soon.
- Coach for Correction.
- Praise can be public; Correction is always private.

- Interactive Skills Training
- Remember that training is more than a one-time special event
- Give them tools
- Give them guidelines
- Define One-Step Decisions/Two-Step Decisions

EMBRACE CONTINUOUS IMPROVEMENT



- What are our HITS?
- What are our MISSES?
- What will we do to turn our MISSES into HITS?



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ROLL OUT THE RED CARPET FOR YOUR CUSTOMERS

KEYS TO DELIVERING SENSATIONAL SERVICE ARE:



When you Roll Out the Red Carpet, they Run Out and Tell Everyone They Know.



Red Carpet Customer Service is about making the person in front of you feel like the most important person in the room.



Regardless of your job title, you can take a **LEADING ROLE** in delivering red carpet customer service.



You Have a Choice in Every Situation.



Choose to take Ordinary Interactions and Turn them Into Extraordinary Encounters.

TREAT CUSTOMERS LIKE STARS



Smile, Speak First and Call Them By Name



Take Responsibility from Start to Finish



Anticipate Customer Needs



Remember to WOW



Seal it with a Smile and Invite them Back

TREAT UPSET CUSTOMERS TO RED CARPET CUSTOMER SERVICE



Tune In and Listen



Respond with Empathy & Regret



Explore Solutions & Fix the Issue



Add a Little Extra



Thank the Customer

Work with your team to prevent a repeat performance

MAKE MOVIE MOMENTS

Get to Know Your Customers



Personalize, Surprise and Delight

Look and Listen for Opportunities to WOW!

REMEMBER TO



✓ Show Up with Passion!

✓ Stand in the Shoes of the Customer

✓ Create the Illusion of the First Time

✓ Know Your Stuff!

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