

2011 CUSTOMER SERVICE WARRANTY PROGRAM

What is it?

A Customer Service Warranty is a list of expectations outlined by our customers and agreed upon by the Charter Township of West Bloomfield Community Development Department to be provided to customers at all stages of the development process.

Why do we need it?

Identify what customers want and how they can expect to be treated during the development process in order to help staff become aware of the steps needed to achieve our goal of getting the customer to success during their encounter with the Community Development Department.

What do we hope to accomplish by implementing it?

The Charter Township of West Bloomfield Community Development Department Customer Service Warranty is a resource that prompts continual customer service awareness and demonstrates staff's commitment to achieving our operating principles and meeting our measures of success.

We, the Charter Township of West Bloomfield Community Development Department, agree that our customers have a right to:

- 1. Make customers feel important and appreciated.**
- 2. Know who is boss.**
- 3. Be a good listener.**
- 4. Identify and anticipate needs.**
- 5. Help customers understand your systems.**
- 6. Appreciate the power of "Yes".**
- 7. Know how to apologize.**
- 8. Give more than expected.**
- 9. Get regular feedback.**
- 10. Treat fellow employees well.**



The Ten Commandments of Customer Service

(Adapted from Susan A. Friedman)

Customer service is an integral part of our job and should not be seen as an extension of it. An organization's most vital asset is its customers. Without them, we would not and could not exist in business.

- 1 **Make customers feel important and appreciated.** There are three things you can do each and every time you speak with your customer to make them feel important and appreciated:
 - Introduce yourself and ask your customer's name. Make sure your identification badge is clear and visible to the customer at all times, including an updated photo.
 - Use your customer's name when you explain how you will assist them.
 - Thank them, again by name, and tell them you have enjoyed helping them.
- 2 **Know who is boss.** We are in business to service internal and external customer needs, and you can only do that if you know what it is your customers want. When you truly listen, your customers let you know what they want and how you can provide good service.
- 3 **Be a good listener.** Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel. Beware of making assumptions - thinking you intuitively know what the customer wants. Effective listening and undivided attention are particularly important to your customer.
- 4 **Identify and anticipate needs.** Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.
- 5 **Help customers understand your systems.** Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry. Take time to explain how your systems work and how they simplify transactions. Be careful that your systems don't reduce the human element of your organization.
- 6 **Appreciate the power of "Yes".** Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you will do all that you can to fulfill that request. Don't ever let no be an automatic response. Look for ways to make doing business with you easy. Always do what you say you are going to do.
- 7 **Know how to apologize.** When something goes wrong, apologize. It's easy and customers like it. The customer may not always be right, but the customer must always win. Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints. As much as we dislike it, it gives us an opportunity to improve. Even if customers are having a bad day, go out of your way to make them feel comfortable.
- 8 **Give more than expected.** Since the future of all organizations lies in keeping customers happy, think of ways to elevate yourself above the rest. Consider the following:
 - What can you give customers that they cannot get elsewhere?
 - What can you do to follow-up and thank people?
 - What can you give customers that is totally unexpected?
- 9 **Get regular feedback.** Encourage and welcome suggestions about how you could improve. There are several ways in which you can find out what customers think and feel about your services:
 - Listen carefully to what they say.
 - Check back regularly to see how things are going.
 - Provide a method that invites constructive criticism, comments and suggestions.
- 10 **Treat fellow employees well.** Your co-workers and fellow employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treat everyone with respect and chances are they will have a higher regard for customers. Appreciation stems from the top. Treating customers and employees well is equally important