

2017 District Conferences Theme

Living the Brand

Purpose

- To celebrate our **Successes**.
- To prepare ourselves with information and skills to successfully focus on the **Customer Experience**.

Expected Outcomes

Meeting participants...

Understand Drs. Dale and Bonanno's Vision of the Customer Experience

Understand the importance of the customer experience for our future

Identify what we are doing well and what needs to be refined

Learn and practice new ways of interacting with internal and external customers/stakeholders

Commit to creating an awesome customer experience

Celebrate our successes at Lunch/Awards

Define Next Steps

Ground Rules

- Everyone's truth is truth.
- Listen to understand.
- Share air time.
- Respect differences.
- Be part of the solution.
- Trust the process.
- Cellphones and laptops are on stun.
- Use the roles sheet for table discussion and report out.
- Use the Parking Lot for questions that don't get answered

Agenda

High-Level

Opening remarks, logistics, purpose, expectations, agenda

Video and Drs. Dale and Bonanno

Debrief and Q&A

Our experiences with customers external & internal to Extension

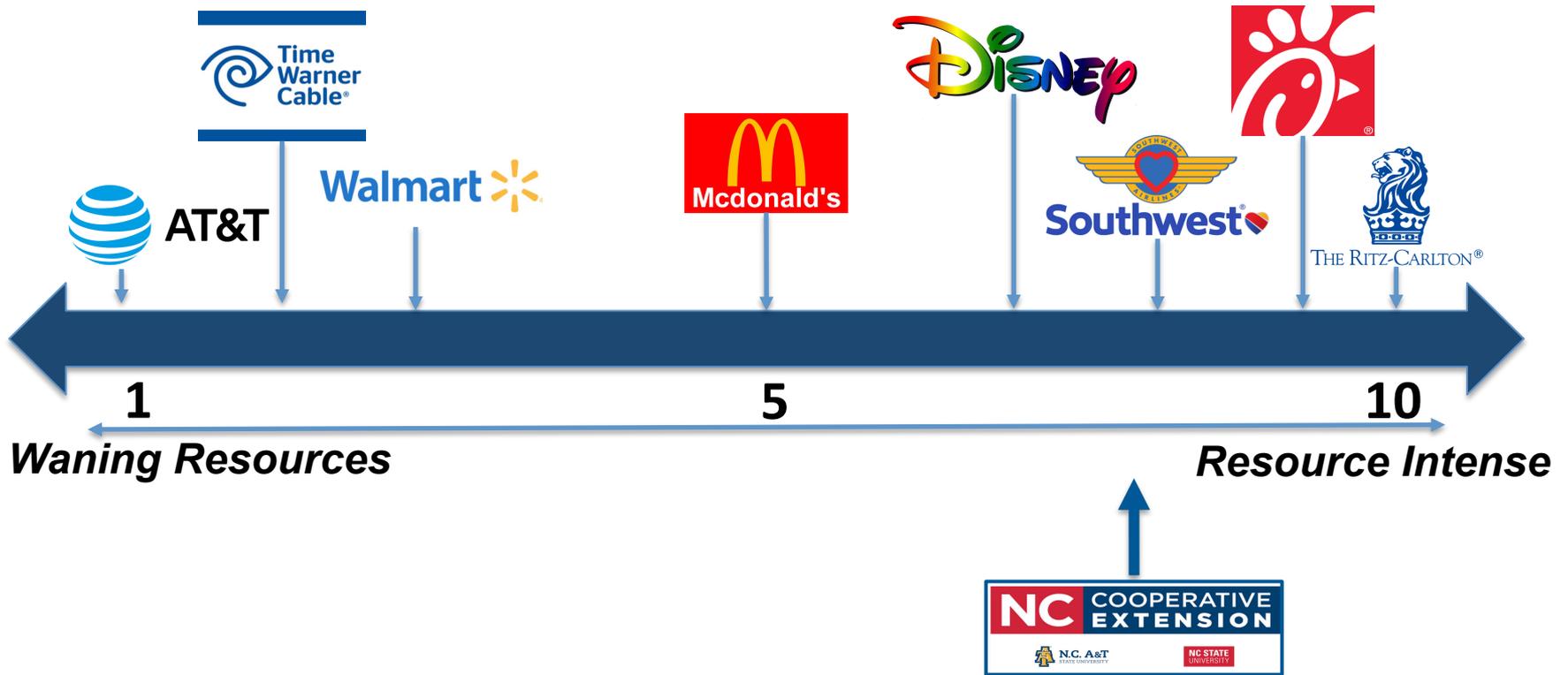
Lunch/Awards

Customer Experience Expanded

Define Next Steps and 60-second pitch

Welcome Dr. Dale & Dr. Bonanno

What is our Customer Service Number?*



Where do we (Extension) want and need to be on the above continuum to protect our brand and for our competitive advantage?

Debrief: Video & Drs. Dale & Bonanno Comments

At your table spend the next 7 minutes summarizing what you heard from Drs. Dale and Bonanno.

- What are your key takeaways? Capture them on Flipchart Paper for collection.
- As a table, determine if you have any questions for Drs. Dale or Bonanno. Please generate a Maximum of 0.5-2 questions. Select a spokesperson for your table.
- There will be a 10-minute question and answer session. We will get to as many questions as we are able. Unanswered questions will be placed in a “parking lot” and answered in an FAQ.

Tablemate Information

Name	County	Contact Info (email & Phone)	One thing I am glad to help you with is...

Getting Connected to each other & Our Work

Table Discussion: Best Customer Service

- Choose someone at your table to be recorder and spokesperson.
- Assign half the table to the following...
 - Individually take 2 minutes to think about a time when you saw or were the recipient of **outstanding** customer service.
 - What took place?
 - How did you feel?
 - What made this experience so memorable?
- Assign half the table to the following...
 - Individually take 2 minutes to think about a time when you saw or were the recipient of **abysmal** customer service.
 - What took place?
 - How did you feel?
 - What made this experience so horrible?
- As a table/group, discuss your individual experiences. Capture your thoughts to each question on flipchart paper. You will have 20 minutes to complete the task.

BREAK

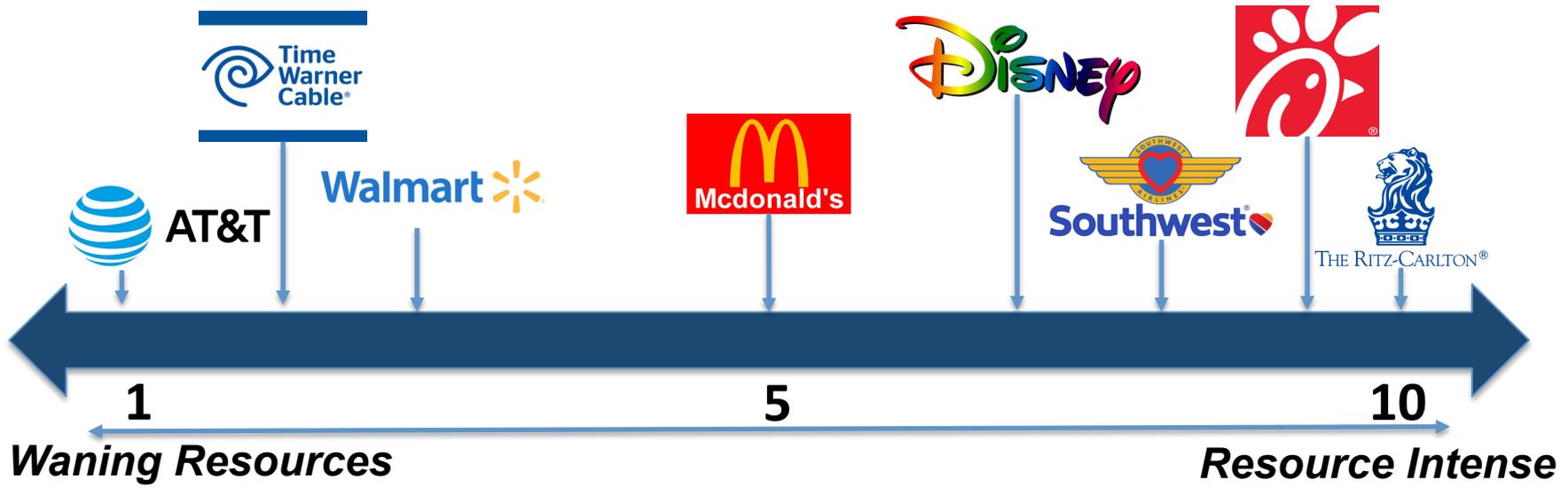
THE LAY OF THE LAND

Things are a Changin'

Events Occurring in 2017

Kaplan:	Purchased by Purdue
Memphis Meats:	Investments from Bill Gates, Richard Branson, & Cargill
Whole Foods:	Purchased by Amazon
Urban areas:	Population increases
North Carolina:	Food Processing Innovation Center

What is our Customer Service Number?*



Where do we (Extension) want and need to be on the above continuum to protect our brand and for our competitive advantage?

Temkin Group*

Customer Experience Data

When things go wrong...



X

will leave you after a SINGLE service mess up.



XX

will leave you after TWO blunders.



XXX

will leave you after the THIRD mistake.

85% of your business could be lost due to poor customer service.



of customers will switch brands to get better service.



of people have not completed a purchase because of poor service.



of customers have spent more with a company because of a history of good customer service.



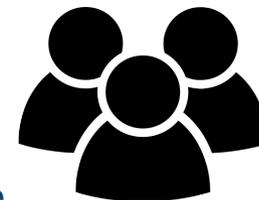
80%

of companies believe they deliver "superior" customer service...



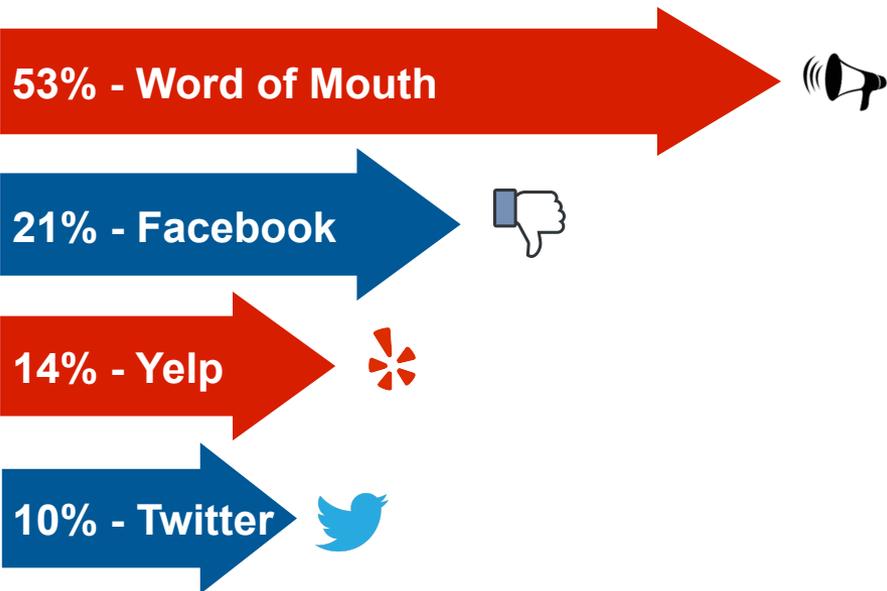
8%

of customers think these same companies deliver "superior" customer service.

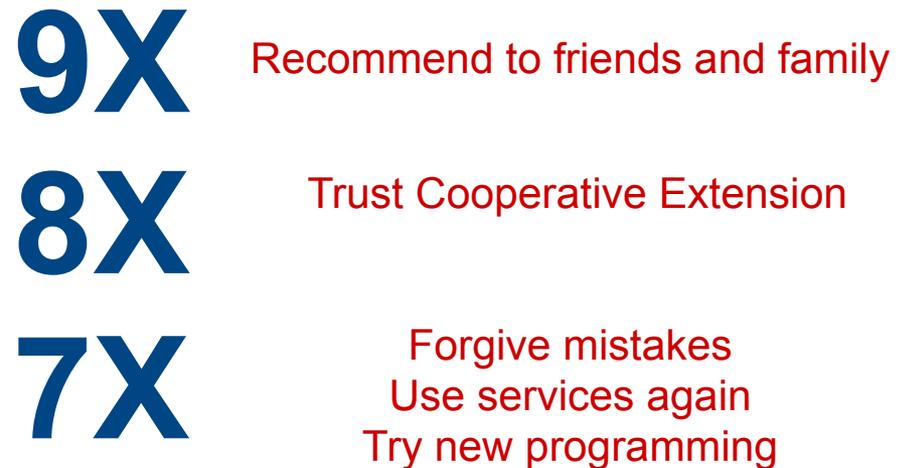


Customer Experience Data

How customers share BAD EXPERIENCES



Customers who have GREAT EXPERIENCES



Temkin Group*

We are adapting

A focus on our Customer's Experience is how!

Videos

Customer Experience Explained

Brand and the Customer Experience

We are adapting

A focus on our Customer's Experience is how!

Videos

What's in it for Us?

We would...

- **Have a greater impact on the well-being of N.C. citizens and communities so that:**
 - N.C. citizens and funders recognize and appreciate Extension as a “must have” resource.
 - We can better serve our current customer base while developing new, loyal and supportive customer bases.
 - Our outcomes are impactful, remarkable and envied.
 - We individually get to expand the impact of the meaningful work we love to do.

Our Vision with Great Customer Service

- A better work environment with highly functional teams
- New funding opportunities:
 - Legislators - recurring and special asks
 - State and local special grants
 - County support and funding
 - New donors

...all of which leads to:

- Expansion of impacts to traditional customers and newly impacted citizens and legislators
- New tools and programs for traditional and new customers
- Increasing our Extension workforce to better serve North Carolina

What does this mean for our customers & us?

Based on the outcomes of your table work and the stories you just discussed (please flipchart all your work)...

- What do our customers currently see, hear and feel?
- What does that mean for us?
 - What do we need to continue doing?
 - What do we need to stop doing?
 - What do we need to start doing?
- For campus or your county, how would your customers rate the level of their customer experience?



Lunch



<http://go.ncsu.edu/ExtensionShirt>

THE EXCEPTIONAL CUSTOMER EXPERIENCE BEGINS WITHIN US

Exceptional Customer Service Equation

Service Mindset, Powerful Phrases plus Actions!



Prework: Setting yourself up for success (8)

Your Skillset

1. Service Orientation to your Team
2. Greeting and Working with a Smile
3. Active Listening
4. Problem Solving
5. Working with Frustrated/Upset Customers
6. Promotion and Branding

Setting Yourself up for Success

Make it muscle memory...

- Look Sharp
- Be Attentive
- Have a Positive Attitude (“Can do” attitude)
- Manage your Tone of Voice and Body Language
- Exercise Ethical Behavior
- Manage your Energy Level
- Be Knowledgeable of Calming Techniques
- Know your business

Handout: Job Aid

Setting Yourself Up for Success

Job Aid

Look Sharp

First impressions happens in the first 30 seconds. What is your lasting impression? How are you presenting yourself?

- Successful people tend to avoid looking sloppy or unkempt. They avoid slumping, frowning, smirking, or looking bored or tired.
- What does your appearance say about you? Does your demeanor suggest that you are excited to be serving others?

Be Attentive

Paying attention to your customer is the most important action you can take.

- Stop whatever you are doing when a customer calls or comes in
- Focus entirely on the customer
- Tune in your customer and listen actively and without distraction
- Listen for what isn't being said

Have a Positive Attitude

Attitudes rub off and are contagious. Negative attitudes drag others down, positive attitudes ("can-do-attitudes") move things forward.

Some things you can do are...

- Smile
- Appreciate the good in yourself
- Appreciate the good in others
- Believe you can make a difference
- Take the high road
- Keep an open-mind
- Learn to laugh at yourself

Manage your Tone and Body Language

Tone and body language count more than your words (15%). Try to be consistent in your body language...

- Keep friendly facial expressions
- Make eye contact
- Relax shoulders
- Act confidently
- Speak in a professional and nonthreatening tone
- Nod to show you are listening

Exercise Ethical Behavior

You build trust by behaving ethically. This includes treating others equitably. Always...

- Act with integrity
- Do the right thing
- Tell the truth
- Be dependable and reliable
- Follow through on your commitments
- If you are not sure, ask for help

Manage Your Energy Level

Think of your body as a valuable machine to be maintained at peak performance. To avoid seesawing between natural highs and lows in your day...

- Know your body's daily rhythm
- Eat a healthy breakfast
- Refuel with healthy/nutritious choices
- Control your intake of fat and sugar
- Stand up, stretch and move around for 5 minutes every hour

Be Knowledgeable of Calming Techniques

You work with the public, so there is a potential for adversarial moments. When you stay calm you are able to focus on the situation. The following will help you in those high pressure moments...

- Breathe slowly and deeply many times
- Count to ten (but don't hold your breath while doing this)
- Think about something that makes you happy
- Think before you speak or act
- Politely excuse yourself to regain control

Know Your Business

Build credibility with others by knowing your business. Show you know Extension by...

- Know the demographics or statistics about your area
- Know your competition (counties, industry, online, etc.)
- What is your 60 second pitch around what you do?
- What is an example of the work you do?

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- Listen actively and without interrupting
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Manage your Tone of Voice and Body Language

Tone and body language communicate (85%) more than your words (15%) . To present positive tone and body language...

- Keep friendly facial expressions
- Make eye contact
- Relax shoulders
- Act confidently
- Speak in a professional tone of voice that sounds helpful and nonthreatening
- Nod to show you are listening

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Setting Yourself Up for Success

Jot down how you start your day (2 min.)?

- Using the template provided, how does what you currently do match up to the list provided?
- Do you have all the areas covered? Fill in actions you are currently taking.
- What actions do you need to add? You want to set yourself up for success, so don't leave a behavior unattended.

Finally, with your tablemates, share...

- What you do to set yourself up for success?
- Where you fall short?
- What tips would you like from others at your table?
- What tips do you have for others at your table?

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Template: Set Yourself Up for Success

In preparation to practice and implement our Customer Experience Initiative, think about the things you are currently doing to set yourself up for success. What do you want to add? Use the job aid for ideas. Sample template on back.

Behavior	Currently Doing	Would Like to Add
Look Sharp		
Be Attentive		
Have a Positive Attitude - ("Can do" attitude)		
Manage your Tone of Voice and Body Language		
Exercise Ethical Behavior		
Manage your Energy Level		
Be Knowledgeable of Calming Techniques		
Know Your Business		

Sample Template: Set Yourself Up for Success

In preparation to practice and implement our Customer Experience Initiative think about the things you are currently doing to set yourself up for success. What do you want to add? Use the job aid for ideas.

Behavior	Currently Doing	Would Like to Add
Look Sharp	I business casual daily	n/a
Be Attentive	Try to help more than one customer at a time.	Focus on only one customer at a time.
Have a Positive Attitude – (“Can do” attitude)	I have a Can-do-Attitude by noon everyday...once coffee kicks in	Have my coffee before I get to work
Manage your Tone of Voice and Body Language	I am told I sound like a radio announcer	n/a
Exercise Ethical Behavior	I think I follow all the rules all the time.	Make sure you know policies
Manage your Energy Level	It is great once coffee kicks in.	Need more coffee at 3pm
Be Knowledgeable of Calming Techniques	I have pictures of family at my desk	n/a
Know Your Business	I know the one crop that is grown in my area	I need to know the needs of my county residents, demographics and who to contact when I don't know the topic area.

Next Steps

Activity	Owner	Due Date
Look at your own personal work habits Are they designed for maximizing customer effectiveness and efficiency or for your comfort?	You with feedback from others	11/15/2017
If you are a people manager, look at the policies, procedures and guidelines you have in place. Are they designed for maximizing employee effectiveness and efficiency or for your comfort?	People Manager	11/15/2017
CEDs, look at the work processes within your office, are they designed to maximize customer and/or employee effectiveness and efficiency?	CED	11/15/2017
Work through the 6 customer experience focus areas with your county/team and/or district.	DED/CED/ Campus Lead	10/2018

Score Card

Activity	Owner	Due Date
1. Service Orientation to your Team	Immediate Supervisor	1/31/2018
2. Greeting and Working with a Smile	Immediate Supervisor	3/2018
3. Active Listening	Immediate Supervisor	5/2018
4. Problem Solving	Immediate Supervisor	7/2018
5. Working with Frustrated/Upset Customers	Immediate Supervisor	9/2018
6. Promotion and Branding	Immediate Supervisor	11/2018

BREAK

60-second Pitch

You are walking from the parking lot to the office with a customer. You have the opportunity to share N.C. Cooperative Extension expectations around customer experience. You have one minute to convey an impactful message. What do you want this person to walk away with?

- *Individually, take 5 minutes to think about your response. What are the key components of your message? Write a draft.*
- *Next, share your draft at your table. Consolidate all the drafts into one pitch.*
- *Have someone at your table write your final pitch on a yellow index card. Duplicate the pitch on an index card for yourself. Keep one card for yourself. Place the original, consolidated pitch in the box for collection.*

Closing with Dr. Dale & Dr. Bonanno