



The Customer Communicator **Web Extra**



Tell your service story

Sharing service stories is a great way to demonstrate competence and to build a more service-oriented culture.

Rather than simply telling a customer how a problem will be resolved, J.N. Widden author of *The Old School Advantage* suggests telling the story of a similar situation and how the problem was resolved. This will reassure the customer that you have the knowledge, skills, and ability needed to meet their needs.

Shep Hyken is also a great fan of sharing service stories but in a very different way. In his recent book, *Amaze Every Customer Every Time*, for example, he notes that stories provide a way to help teams learn from one another and develop a base of shared knowledge.

In particular, he says, past customer service stories can be great training tools that create best-practice examples for customer service reps to learn from. "Using true stories that come from a customer's letter or from an online review can help to create an internal legend that gives people something to

aspire to and emulate," Hyken says. In addition, "Your own above-and-beyond stories can demonstrate your core values and help to drive the culture of your company."

Hyken advises reps to keep an eye out for stories that they can tell to others. And he says, "Make it your goal to create and share the next 'tribal narrative' that supports your organization's customer-centric culture."

His suggestion for coming up with sharable stories: Think of a time when you created an amazing experience for a customer — either an internal or an external customer — when you went out of your way to resolve an issue or to create a high level of customer satisfaction. Describe what happened with as much detail as you can provide, and be ready to repeat that story at your next team meeting. Hyken adds that you should also use the occasion to encourage other team members to come up with their own stories to share on a regular basis.

