

CUSTOMER SERVICE PRINCIPLES FOR PRINCIPALS



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CUSTOMER SERVICE - THE SATNAQ STORY

LESSONS LEARNED

APPLICATION FOR SCHOOL PRINCIPALS

INSIGHTS IN TO CUSTOMER SATISFACTION

THE SATNAQ STORY

**THE RISE AND FALL OF
CUSTOMER SERVICE**

LESSONS LEARNED

- **CUSTOMER SERVICE IS DRIVEN TOP DOWN**
- **EXCELLENT EXTERNAL CUSTOMER SERVICE IS ACHIEVED THROUGH EXCELLENT INTERNAL CUSTOMER SERVICE**
- **JUST BECAUSE YOU HAVE A CUSTOMER SERVICE VALUE, OR YOU BELIEVE YOU DELIVER GREAT CUSTOMER SERVICE, DOESN'T MAKE IT TRUE**
- **CUSTOMER SERVICE STANDARDS ARE CONTINUALLY CHANGING**
- **JUST BECAUSE YOU WERE SUCCESSFUL IN THE PAST, OR ARE SUCCESSFUL NOW, IS NO GUARANTEE FOR FUTURE SUCCESS**

LESSONS LEARNED

- **THERE IS A DIFFERENCE BETWEEN CUSTOMER SERVICE AND CUSTOMER SATISFACTION**
- **IF YOU DON'T MEASURE CUSTOMER SERVICE YOU CAN'T MANAGE IT AND YOU CAN'T IMPROVE IT**
- **SUCCESS OFTEN BREEDS COMPLACENCY**
- **IF IT IS NOT BROKEN – YOU DON'T NEED TO FIX IT BUT YOU DO NEED TO MAKE IT BETTER**
- **BEHAVIOUR BREEDS BEHAVIOUR**

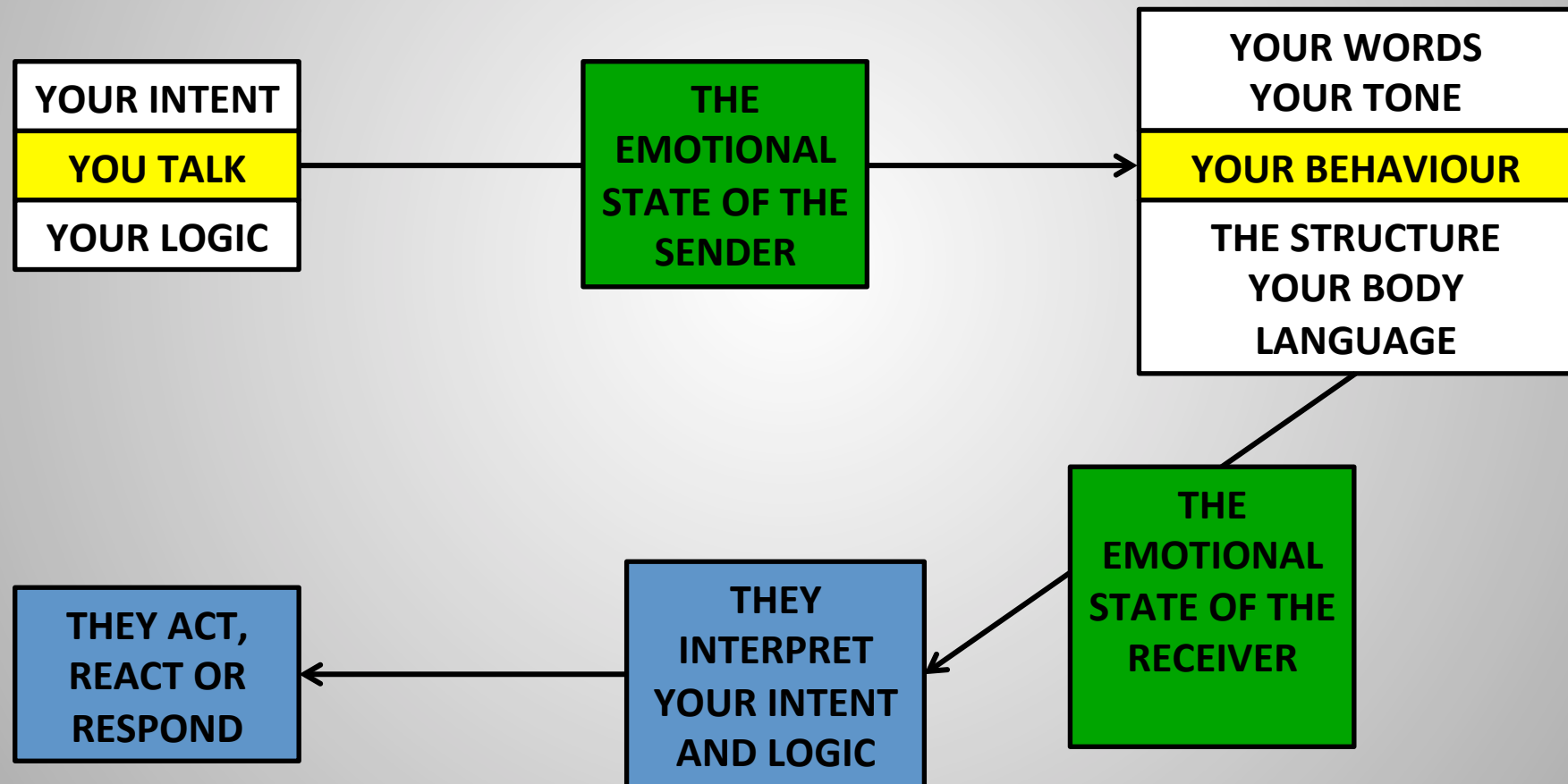
APPLICATION FOR SCHOOL PRINCIPALS

- **UNDERSTANDING NEEDS**
- **DELIVERING TO THOSE NEEDS**
- **EMPATHY**
- **COMMUNICATION AND COURTESY**
- **RELIABILITY and CONSISTENCY**
- **RESPONSIVENESS**
- **BEING ACCESSIBLE**
- **FEEDBACK**

INSIGHTS IN TO CUSTOMER SATISFACTION

THE COMMUNICATION PROCESS

YOU SEND THE MESSAGE – THEY (THE OTHER PERSON) RECEIVES IT



THE THREE COMPONENTS TO GAIN COMMITMENT



**GAIN AND
LOGIC**

**CONCERN OR
CONSEQUENCE**

**RELATIONSHIP OR
FEELING ABOUT
TRANSACTION**

THE THREE SKILLS TO UNDERSTAND IN ORDER TO ESTABLISH RELATIONSHIPS



**ACTIVE
LISTENING**



**GATHERING
INFORMATION**



**EMOTIONAL
INTELLIGENCE**

SUMMARY

**IF YOUR SCHOOL IS NOT
PERFORMING
THE WAY YOU WOULD LIKE IT TO**

COULD YOU BE PART OF THE PROBLEM?

**WILL YOU BE PART OF THE
SOLUTION?**