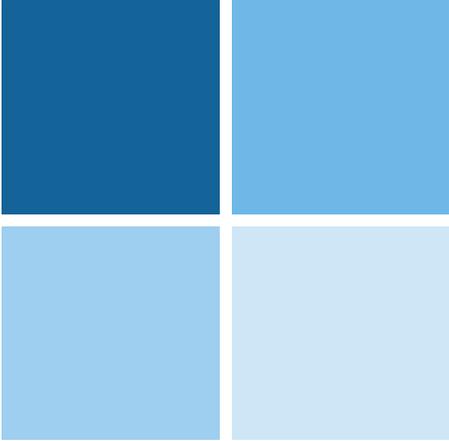


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U.S. General Services Administration



The Welcomer Edge: Identifying and Recruiting Friendly, Engaging People Who Are Innately Intuitive, Perceptive and Put Customer Service First

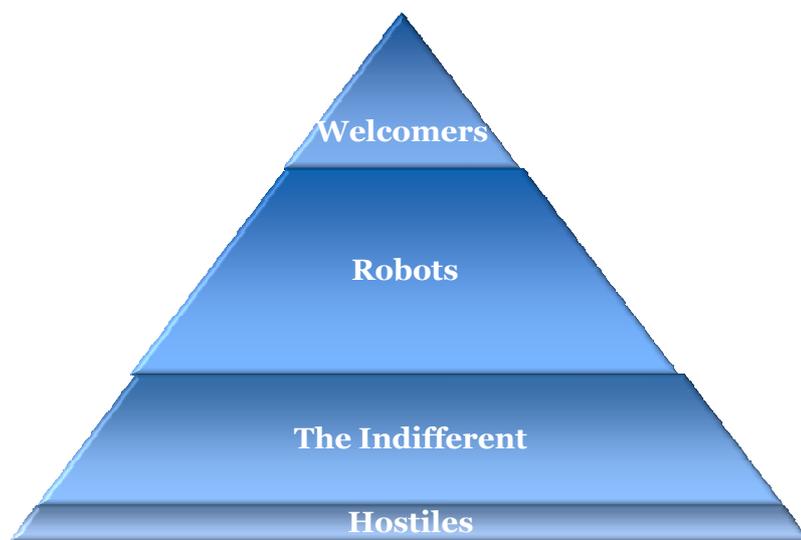
Presented By: Richard Shapiro
Founder and President, The Center For Client Retention

WHAT HAPPENED TO NEIGHBORLY SERVICE?





MY HYPOTHESIS



RESEARCH GOALS

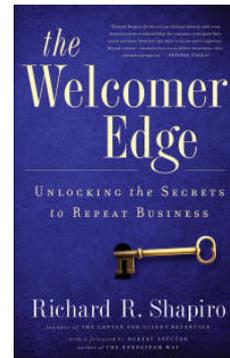
- Test my hypothesis
- Find Welcomers along the way
- Uncover common traits
- Determine if Robots could be transformed into Welcomers

CONDUCTING RESEARCH

- Mystery Shopper Visits, Calls, Emails

THE WELCOMER EDGE: UNLOCKING THE SECRETS TO REPEAT BUSINESS

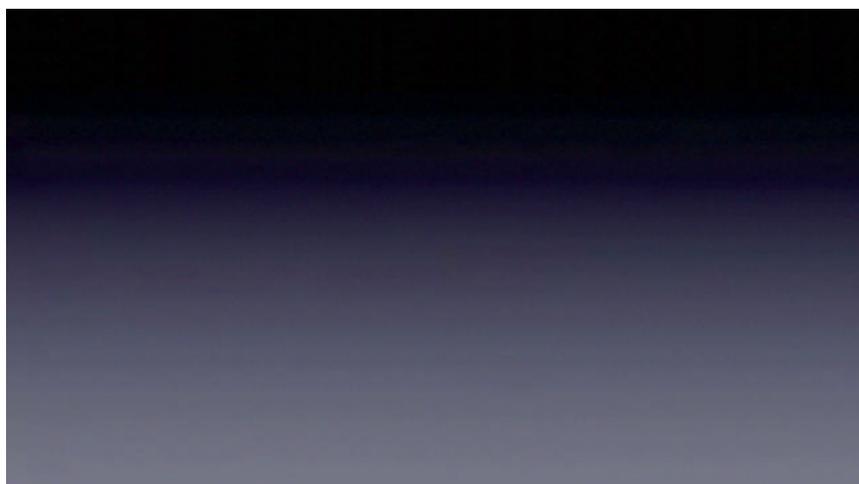
- Personalization of customer service has practically disappeared
- People like my dad still exist
- Welcomers make the best service representatives
- A percentage of robotic acting representatives can be taught to think and act like a Welcomer
- Businesses confuse providing good customer service and creating an ideal customer experience



AUDIENCE EXERCISE

- Based on the information I provided to you about the concept of the Welcomer, what traits do you think most Welcomers would possess?

WELCOMER TRAITS



LET'S LISTEN IN...



WELCOMER TRAITS

- Great listeners
- Good memories
- Observant, friendly, caring, honest, authentic, patient, enthusiastic
- Like to smile, laugh; feel good about themselves
- Treat customers like a friend; skilled at making customers feel comfortable
- Like to engage, connect and meet new people
- Make an excellent first impression
- Enjoy helping / have history of helping people

BASIC CUSTOMER EXPECTATIONS

- Answer questions
- Rectify Complaints
- Respectful, friendly, courteous, and knowledgeable
- Demonstrate appreciation

COMPANY'S GOALS OF INTERACTION

- Respond to question/concern
- Demonstrate customer appreciation
- **Make customers feel welcomed and important**
- **Build a connection**
- **Actively listen**
- **Further educate**
- **Personalize the encounter**
- **Improve the department's image**
- **Give customers the feeling your department would be happy to assist them again**

THE WELCOMER TOOL KIT

- Segmenting all interactions
 - The Greet
 - The Assist
 - The Leave-Behind

THE WELCOMER TOOL KIT – THE GREET

■ Purpose of The Greet

- Build a connection prior to responding to a customer
- Demonstrate that the representative and the customer are people, not just “customers”
- Make customers feel welcomed, important and appreciated

THE WELCOMER TOOL KIT – THE GREET



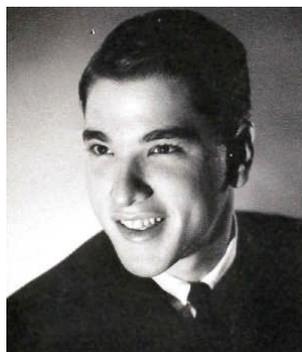
THE WELCOMER TOOL KIT - THE ASSIST

- Purpose of The Assist
 - Respond to customers' inquiry or concern
 - Provide additional education/information
 - Employ the word "help"
 - Actively listen
 - Concerned
 - Excited
 - Scared
 - Frustrated
 - Disappointed
 - Angry

THE WELCOMER TOOL KIT – THE LEAVE BEHIND

- Purpose of The Leave-Behind
 - Communicate appreciation
 - Encourage future contacts
 - Convey department's value

RICHARD SHAPIRO



Quiet calmness highlights a deep thinker
... has his own ideas on all subjects ...
hard work is the best kind ... Rich's
reserved manner is one which impresses
those around him.

Q&A

**The Contact Center Should Be More
Than Responding to Questions**

