

THE ART OF GIVING GREAT SERVICE



Led by Elnian Gilbert



January 23, 2025



Zingerman's®

Mission Statement

We share the Zingerman's Experience
Selling food that makes you happy
Giving service that makes you smile
In passionate pursuit of our mission
Showing love and care in all our actions
To enrich as many lives as we possibly can.

Zingerman's

building
a service
culture

teach

define

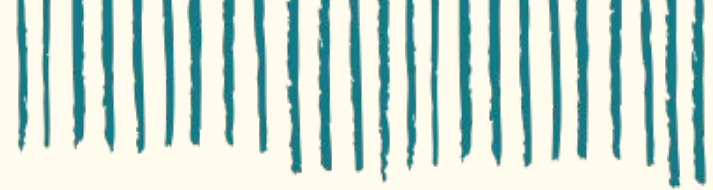
Live

measure

reward



TEACH IT: Building a Common Understanding Exercise



- **Who are your customers?**

Members

Seniors

Vendors

Co-workers

Library Board

Learners

Kids

Online-only users

Moms & Dads

The unhoused

The community

Care-givers

Donors

Delivery people

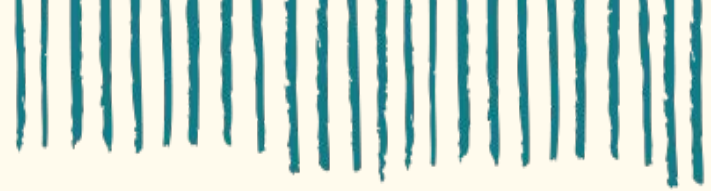
ILL users

Teens

Postal carrier

... so many more!

TEACH IT: Building a Common Understanding Exercise



- **Why Give Great Service?**

It feels good!

Make people comfortable

Personal pride

Desire to help people

Make someone's day

Repeat visitors

Word of mouth

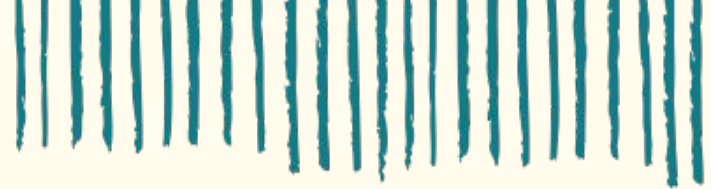
It's our job

It can make things easier

Continued funding

It's the right thing to do

TEACH IT: Building a Common Understanding Exercise



- **Why is great so service hard to find (in the world)?**

It can be hard

Staffing challenges

People can be rude

It's not fair

It's not recognized

It's not modeled from leader

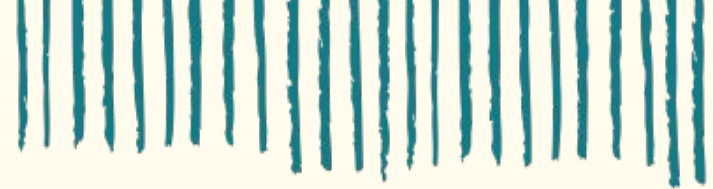
Every customer is different

It's not defined

Not enough time

No training

DEFINE IT: Zingerman's Service Recipes



3 Steps to Giving Great Service

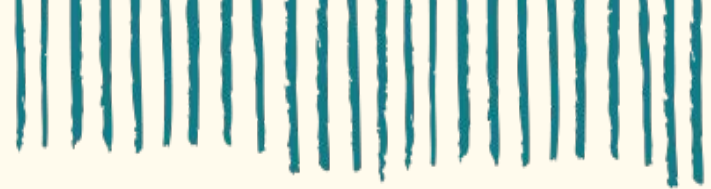
1. Figure out what the customer wants
2. Get it for them
 - Accurately
 - Politely
 - Enthusiastically
3. Go the extra mile



5 Steps to Effectively Handling Complaints

1. Acknowledge the Complaint
2. Sincerely Apologize
3. Take Action to Make it Right
4. Thank Them
5. Document

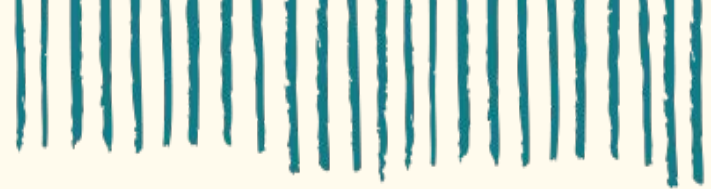
DEFINE IT: Zingerman's 3 Steps to Giving Great Service



1. Figure out what the customer wants

- Ask open-ended questions:
 - “What can I help you with?” vs. “Can I help you?”
- Engage in detective work
- Use the 10-4 Rule
 - At 10 feet, make eye contact & smile
 - At 4 feet, verbally greet

DEFINE IT: Zingerman's 3 Steps to Giving Great Service

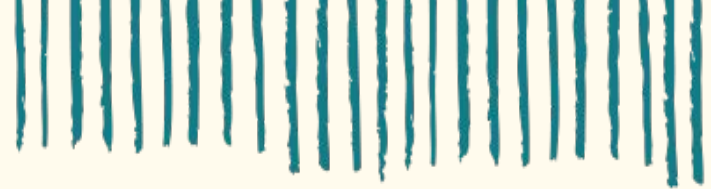


2. Get it for them

- Accurately
 - UPOD (Under Promise, Over Deliver)
- Politely
 - Courtesy and respect
 - Positive Power of Language
- Enthusiastically
 - The customer leaves the interaction feeling like they were the best part of your day.



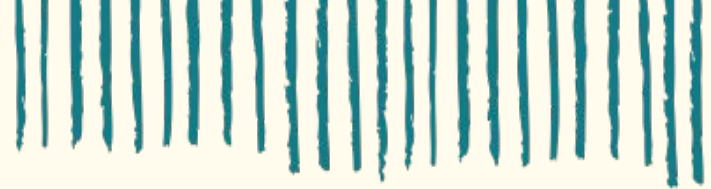
DEFINE IT: Zingerman's 3 Steps to Giving Great Service



3. Go the Extra Mile

- Definition: something the customer didn't ask for or doesn't expect
- Extra information
- Personal recommendations
- For co-workers, too!

DEFINE IT: Zingerman's 5 Steps for Effectively Handling Complaints



before

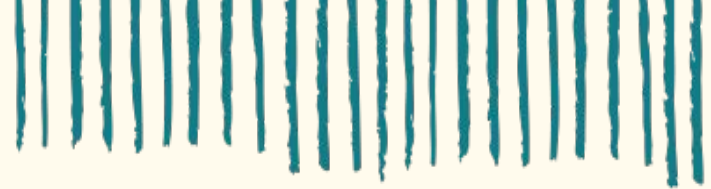


1. Acknowledge the complaint
2. Sincerely apologize
3. Take action to make things right
4. Thank the customer
5. Document the complaint

after



DEFINE IT: Zingerman's 5 Steps for Effectively Handling Complaints



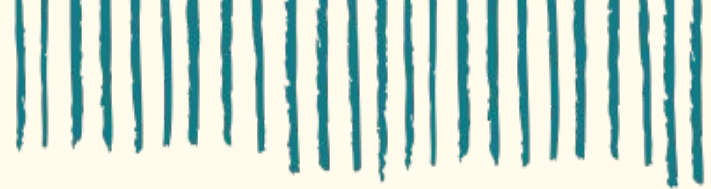
1. Acknowledge the complaint

- About empathy and understanding (not agreement)
- Use calming phrases

2. Sincerely apologize

- About *their* experience (not about fault or liability)
- No excuses or explanations
- “I’m sorry” vs. “We apologize”

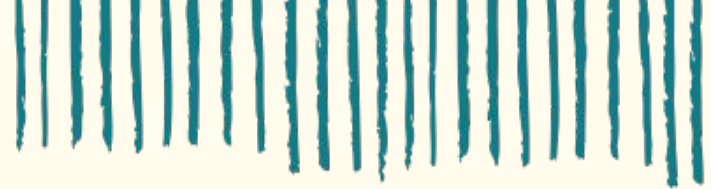
DEFINE IT: Zingerman's 5 Steps for Effectively Handling Complaints



3. Take action to make things right

- If you can fix the problem, do it!
- Emphasize on what you can do
- Sometimes people just want to be heard
- Value of time delay
- Getting help is a sign of strength

DEFINE IT: Zingerman's 5 Steps for Effectively Handling Complaints



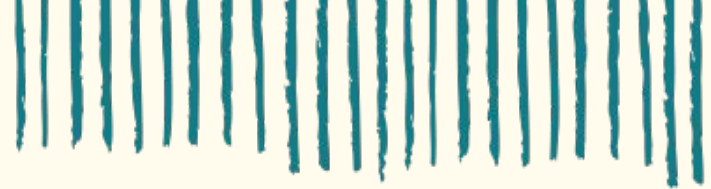
4. Thank the customer

- We always want to know when we're not meeting expectations!
- The more graciously you receive complaints, the more comfortable people are giving them next time

5. Document the Complaint

- Turns the complaint into data
- (This is not an internal step)

LIVE IT



Choosing to give great service

Personal power of language

“I have to go deal with this customer.” vs.

“I’m going to go help this customer.”

No ‘skunking’

- About customers
- Own the experience, name it, then move on
 - “Silly customer”

MEASURE IT

Why measure customer service

- Capture the voice of the customer
- Go from subjective feelings to objective data
- Share positive feedback, too!

Measurement Tools at Zingerman's

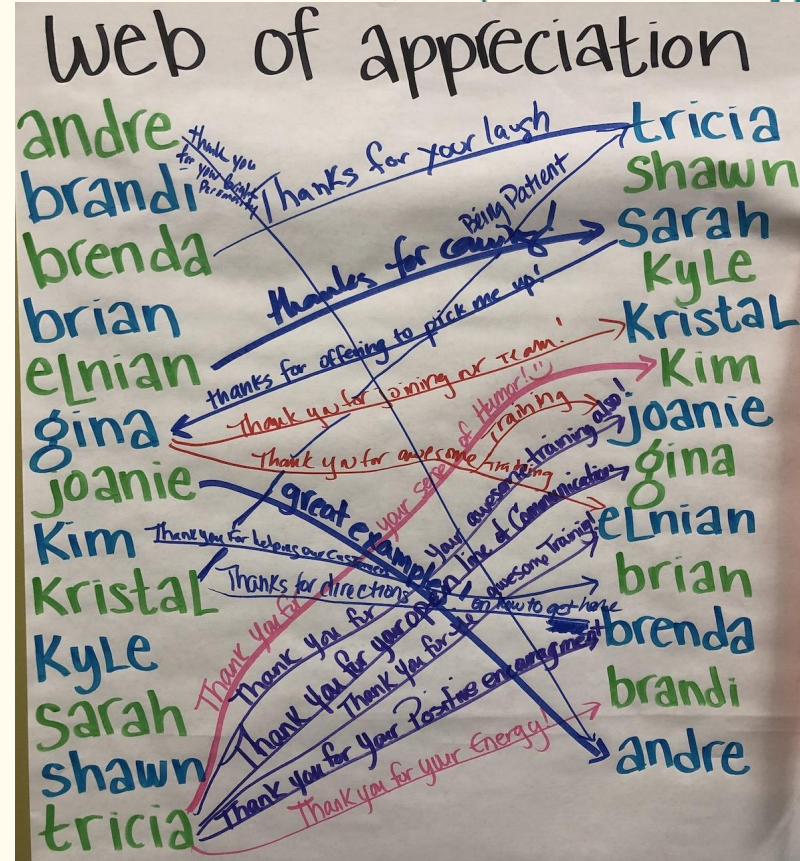
- Code Red
- Code Green



REWARD IT

Recognizing great service

- How they want to be recognized
- Behaviorally based, done in a timely manner
- Appreciations & bravos – build peer appreciation into your culture



Zingerman's

building
a service
culture

teach

define

Live

measure

reward



Time for Q&A!

