



THE ART OF GIVING GREAT SERVICE



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for



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BUILDING A CULTURE OF GREAT SERVICE



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TEACH IT: BUILDING A COMMON UNDERSTANDING

- Who are your customers?
- Why give great service?
- Why is it so hard to find great service?

ZINGERMAN'S 3 STEPS TO GIVING GREAT SERVICE

1. Figure out what the customer wants

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10/4 Rule

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Engage

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2. Get it for them

• Accurately

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• Politely

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• Enthusiastically

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3. Go the extra mile

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Zingerman's® power of Language

avoid	instead try	thoughts
"Can I help you?" "May I help you?"	Saying almost anything that greets the guest and gets them into a conversation. "What can I help you find today?"	The automatic answer to "Can I help you?" is "No, just looking." It's a conversation stopper, not starter.
"You should ..."	Identify your expectations and state it clearly: "Would you please ... "; "Would you mind ... ?"; "Could you ... ?"	"Shoulds" are usually tip-offs that you have unspoken expectations.
"You have to ..." "You have to go to the Next Door for the soda."	"One option is ... "; "If you're looking for ____, it's right around the corner."; "The soda fountain is located in the Next Door, and here's your cup!"	No one likes being bossed around! Help the guest feel taken care of, not ordered around.
"I have to..."	"I'm going to ..."; "I'd like to ... "	Why do you have to? Making a conscious choice is far preferable to feeling "forced" or to "making a sacrifice."
"I can't..." "We don't do that..."	"Normally we don't, but let's see if we can find a way."; "What I can do is "	We're Zingerman's - if we can make it happen, we'll do it! Also, if we really aren't able to do what they're asking, lead with options to find a solution for the guest.
"We're out of that."	"I'm sorry, we're temporarily out of that - what we do have is ____."; "If you can wait a moment, I'll call ____ and see if we have some."	We're not out 'til we're out in the ZCoB or in town. Have an alternative in mind to offer if we're not able to get the item they wanted.
"We don't carry that (anymore)."	"I'm sorry, I'm not familiar with that. Let me check ..."; "I'm sorry, that particular item is on vacation, but we do have ____."; "Could I take your name and number and let you know when it's back?"	Don't make final pronouncements - if enough people request it, we'll start carrying it (again). Suggest something else as an option, then document their request on a Code Red.
"Anything else?" "Is that all?"	"What else can I get for you today?" "What's next?"; "How else can I help you?"; "Will you be needing any caviar with your order today?"	"Anything else?" sounds like you're trying to get rid of the customer and discourages additional sales or conversation.
"They (Zingerman's)..."	"We ..."	Saying "they" implies you are not part of the organization.
"Hold please"	"May I put you on hold?"	This IS a question, and customers can say no!
"No problem."	"You're welcome!"; "My pleasure"; "Happy to help"	When a customer thanks you, and your reply is "No problem," you are implying that it was a problem that they asked you for help.



ZINGERMAN'S 5 STEPS FOR EFFECTIVELY HANDLING COMPLAINTS

1. Acknowledge the complaint

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2. Sincerely apologize

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3. Take action to make things right

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4. Thank the customer

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5. Document the complaint

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Phrases that have a calming effect ...

- ❖ I'm so sorry for the inconvenience
- ❖ You're absolutely right
- ❖ I'm so embarrassed that we did that
- ❖ No wonder you're feeling frustrated
- ❖ Please tell me what happened
- ❖ How can I help?
- ❖ We value you
- ❖ We are so grateful for your business
- ❖ I appreciate what you're saying
- ❖ Yes
- ❖ Let me write this down so I've got it right
- ❖ I'm sure we can find a solution
- ❖ I want to resolve this for you
- ❖ I'm more than happy to do that
- ❖ We'll make it right
- ❖ I'll find out for you right away
- ❖ Help me with some details so I can fix this for you
- ❖ I can completely understand why you feel that way
- ❖ I agree
- ❖ Let me see if I understand you clearly
- ❖ I'm here to help you
- ❖ I'm here to serve you
- ❖ I'm not going to do anything else until I get to the bottom of this for you
- ❖ You're right
- ❖ I'll get to work on this immediately
- ❖ I see what you mean
- ❖ Thank you so much
- ❖ As hard as it is to hear when we've let a customer down, we're so grateful that you got in touch.



LIVING GREAT SERVICE

MEASURING SERVICE RESULTS

RECOGNIZING & REWARDING GREAT SERVICE



NOTES