

**5 key steps to deliver  
exceptional customer service**

*every time*

**HUMANEXPERIENCE**

# These 5 tips can increase sales, improve business performance & win awards

*We all know the key to maximising sales in business is delivering a consistently-high standard of service. But supporting our teams to help them achieve that, day in and day out, is often the greatest challenge.*

*Over the past 20 years I've owned multiple businesses, led teams of over 150 people, won awards for training, leadership, and business performance, and founded Human Experience to partner with service-based businesses to support them in delivering exceptional service and driving sales.*

*Over these years I've seen clients increase sales, improve business performance and win awards and I'm confident that any willing business can achieve the same if they follow these 5 key steps to help deliver exceptional customer service — every time.*

*I trust that you find these tips as valuable in your business as they have been for myself, our team and our clients.*

*Nic McClanachan*

**Nic McClanachan**

*Founder & CEO, Human Experience*

# Step #1: Define It.

If you want your team to deliver a <sup>high</sup> standard of customer service consistently, you need to be able to explain, in simple terms... “What does your exceptional service look like?”

*remember*

*Service Standards don't count if they're just in your head, in an online folder no one can access, or buried in a dusty, old procedure manual. They need to be known and accessible!*

Over 50% of organisations don't have their service standards defined—so if that's you, you're not alone. But I can guarantee you that exceptional customer service starts here.

So how do you define “exceptional service”? Get yourself in front of a white board with your key people and answer these two questions.

☆☆ What are the key customer touch points?

☆☆ What do your team need to do every time they serve someone?

*when you record it*

*Keep it simple, specific and objective.*

*Simple* → *makes it achievable.*

*Specific* → *means it's clear what you want.*

*Objective* → *allows you to measure it and improve it, if needed*

*not quite...*

*“Acknowledge all customers.”*

- ✓ *Yes, it's simple.*
- ✗ *But it's not specific.*
- ✗ *And it's not objective.*

*perfect*

*“We smile and make eye contact within 30 seconds of a customer crossing the lease line / entering the venue.”*

- ✓ *It's simple.*
- ✓ *It's specific.*
- ✓ *It's objective.*

# Step #2: Align It.

So now you have your service standards defined and they are simple, specific and objective.

This is a great start! But before you can start coaching your team on them, you need to make sure your standards are aligned.

*tip*

*Service standards cannot thrive in isolation. They need to flow through to all of the touchpoints you have with your team members.*

Here's my checklist for alignment:

- Do your service standards align to your culture?
- Do your service standards align to what resources you have available?
- Do your service standards align to the customer's expectations?
- Are you ready to align your service standards in all of your systems and processes?

*dig a little deeper*

CULTURE: Your service standards should be 100% aligned to your vision and values and help you bring these to life! Your service standards are your vision and values in action!

RESOURCES: Your service standards need to be aligned with what resources your team has available on any given day. Expecting your team to deliver on service standards without the required resources (whether that be people, property or equipment) is doomed to fail and even worse, backfire.

CUSTOMER EXPECTATION: Your service standards need to align (and even better, exceed) your customer's expectations. You must take into account their point of view, their needs, their wants, and their desires. After all, your customer is your #1 stakeholder.

SYSTEMS AND PROCESSES: Your service standards need to align with all of the systems and processes embedded in your business. This includes your onboarding training, performance appraisals, policies and procedures.

# Step #3: Coaching.

*anyone can*  
Good service is a skill ~~you can't~~ learn. It's not a "you've got it or you don't" scenario! If service doesn't come naturally, all it takes is some good coaching.

Coaching is a key skill for every single supervisor, manager and leader in your business. Coaching is about explaining the why behind what you do.

*we can coach you*

Human Experience offers an online training program, "How to have an effective coaching conversation", for any supervisor, manager or leader who wants to work on their coaching skills.

For \$77 you'll be stepped through key coaching skills and also have the opportunity to be assessed on your implementation of this new knowledge in your workplace by a member of the Human Experience team.

[EXPLORE COACHING COURSE](#)

Here's my step-by-step for coaching:

1.      Show by example, step by step
2.      Ask open questions
3.      Give feedback
4.      Follow up
5.      Give feedback
6.      Follow up
7.      Give feedback

*using this framework?*

Repeating this framework is not an error.  
That's coaching!

*coach to success*

Coaching is a critical capability in business if you want to deliver exceptional customer experiences consistently. Some people are more natural at coaching than others, but it's a skill that anyone can learn.

# Step #4: Measure It.

We're a Mystery Shopping business, so it probably comes as no surprise that this is our next step!

Once you've got your service standards, they're embedded in your business and your team is getting some great coaching on how to deliver them...

It's time to make sure they are being delivered



want the edge?

We mystery shop all across Australia and New Zealand, in person, over the phone and online. We work in retail, fitness, hospitality and distribution.

We work with businesses who operate 1 site and we work with businesses with over 500 sites - size doesn't matter. Get the edge now

[SCHEDULE A FREE CONSULT](#)

Where are the gaps? Where do your team need support?

*A lot of our clients measure their service using a Net Promoter Score (NPS), or an equivalent. This is a brilliant measure to give you an overall gauge of customer sentiment.*

*BUT how are your team measuring up against your unique service standards? How do you know it's being delivered consistently across all your sites at all different times of the day, every day?*

*You'll never know if your service standards are being met consistently unless you...*



**Measure it. And coach it. And measure it. And coach it again.**

*Measuring the execution of your service, sales and compliance standards sends a strong message to everyone in the organisation that this is important. This is what makes you unique.*

*This drives customer engagement, sales and business performance.*

# Step #5: Talk About It.

At Human Experience we always recommend talking about your service standards. At. Every. Opportunity.

Both internally and externally.

*human  
the ^ experience*

*Your service standards are the blood that flows through your organisation's veins every second of every day, hundreds of times a day, thousands of times a week—millions of times a year.*

*It's worth getting them right.*

## Talk. Talk. Talk...

*internally*

*externally*

- *Talk about it to your team.*
- *In job interviews.*
- *First days.*
- *Every day on shift.*
- *At performance reviews.*
- *At team meetings.*
- *When giving staff awards.*
- *At celebrations.*

- *Talk about it to your customers.*
- *Reference them on your website.*
- *Incorporate them in your marketing.*
- *And in any communications.*

**Celebrate your service standards and reinforce them at every opportunity.**

**Remember your service standards are your vision and values in action.**

# HUMAN EXPERIENCE



*extraordinary*

*Helping businesses provide an ~~ordinary~~  
customer experience — consistently*

*let's chat*

---

*Through Mystery Shopping, our Online Coaching Programs and Keynote Speaking, we partner with organisations to help them maximise sales through customer service excellence.*

*Schedule an Inquiry Call with us today to discuss how we can support your organisation.*

**SCHEDULE A FREE CONSULT**