

Customer Service Matters





Yesterday 8:32 PM

Did Jen go to boarding school in Bruge?

Yesterday 8:32 PM

Did Jen go to boarding school in Bruge?

Yesterday 9:39 PM

ISB

Yesterday 8:32 PM

Did Jen go to boarding school in Bruge?

Yesterday 9:39 PM

ISB

What is that?

Read Yesterday

Yesterday 8:32 PM

Did Jen go to boarding school in Bruge?

Yesterday 9:39 PM

ISB

What is that?

Read Yesterday

International School of Brussels



Text Message • RCS



**Customer service is an
emotional
connection.**

Anticipate what's needed...

- Telling someone to contact their local NJTL chapter
- Informing someone to obtain a self-rating
- Reminding someone to wear tennis shoes to the court





Stand if...

- You've ever felt like people in customer service roles **"just don't care"** about you
- You've been **frustrated** with what you consider a lack of communication
- You've felt **good** about how a customer service conflict was resolved
- You've given unsolicited **positive** feedback on a customer experience you had
- You've returned somewhere for business after having a **negative** customer service experience

Forget the term “customer service” - instead think of it as...

- Engaging with people
- Treating people kindly
- Responding to people
- Handling people
- Interacting with people
- Solving people’s needs



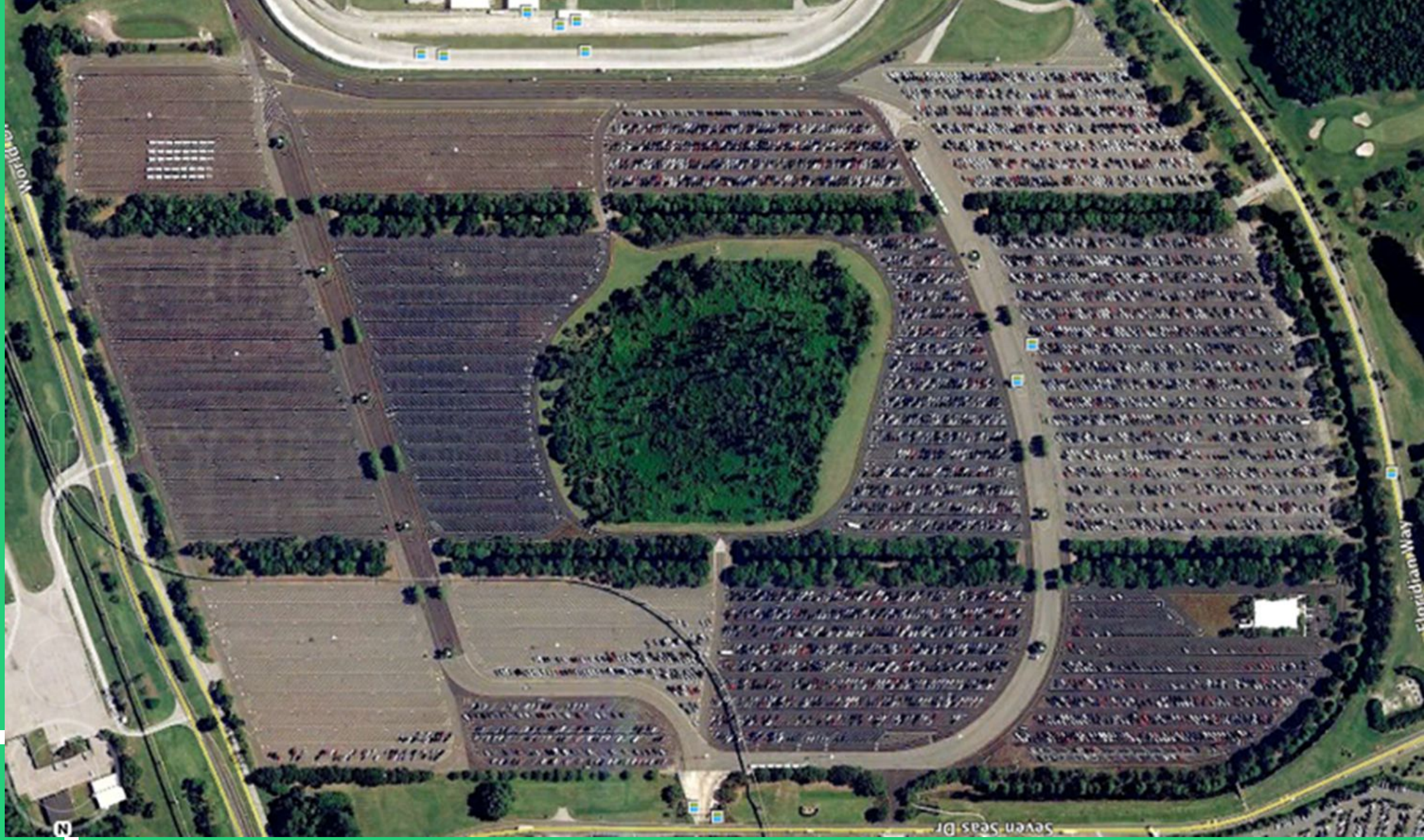
What is good customer service to you?





 
Buses and Taxis

 You Are Here

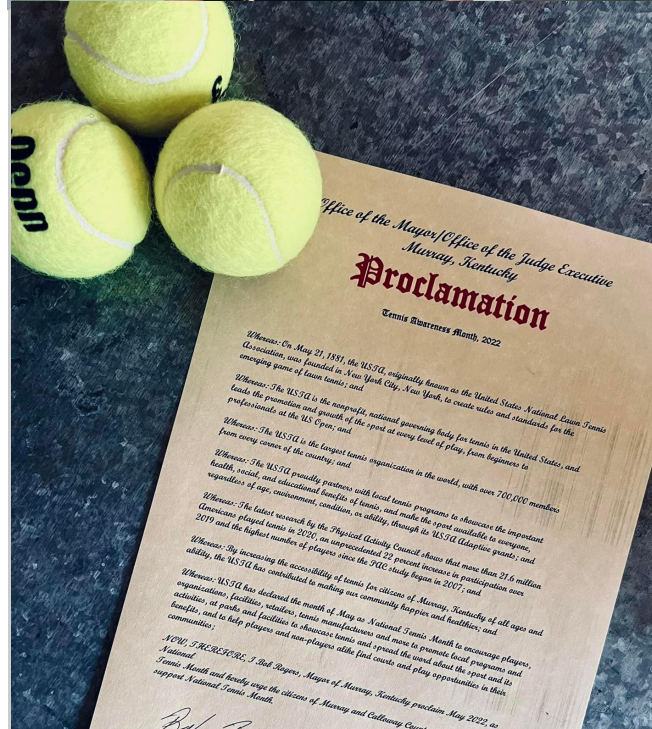


**It's not our fault,
but it's our problem.**

Name a brand/company you feel exemplifies treating its “people” (customers, clients, etc.) **WELL...**

Name a brand/company you would prefer **never to deal with again...**

How do we ensure **your CTA** is seen as the former?



Potential “Interaction” Opportunities...

1. Someone new to tennis has moved to your community and would like to participate in organized play...
2. A current volunteer with your CTA has not shown up for multiple commitments to help staff a CTA event...
3. A current player with a program your CTA runs isn't happy about the level of competition available...

Some possible “take it with you” points...

- Consider input without having to agree with everything
- Be proactive vs. reactive
- It’s okay not to have the answer right away
- Treat people as *they* want to be treated (not as you want to be treated)
- Remember the emotional factor
- It may not be your fault, but you still have to deal with it



Final Thoughts