Excellence in EMS Customer Service

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Objectives

- **Understand the importance of excellent customer service**
- **Identify your customers and their requirement**
- **Examine the Kano model for quality**
- **Take advantage of the "Wow" factor**
- **Realize the importance of a proper attitude**
- **Know objective customer service analysis tools**
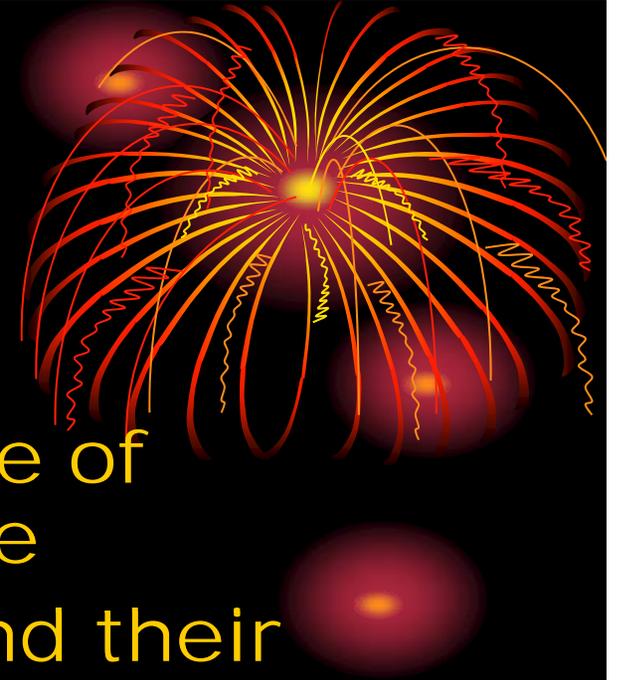
Customer Service

- **Who thinks they provide good customer service?**
  - **Why? What makes you think that?**
  - **Who says so?**
- **Who *knows* they provide good customer service?**
  - **Why? How do you know?**
  - **Who says so?**
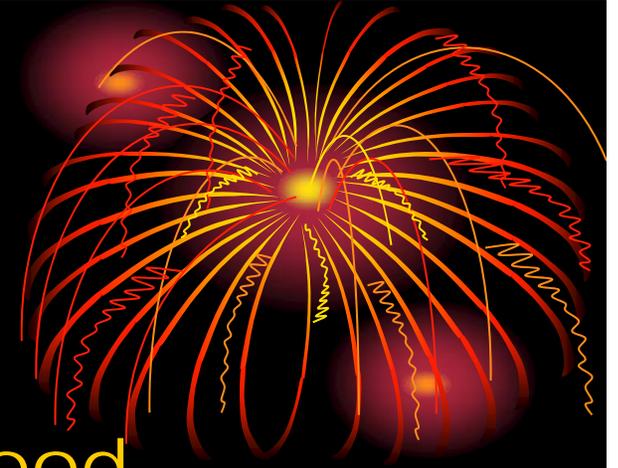
Our customers

- **Who are they?**
    - **External**
    - **Internal**
- **What are their requirements?**
    - **What do they need?**
   - **What do they want?**
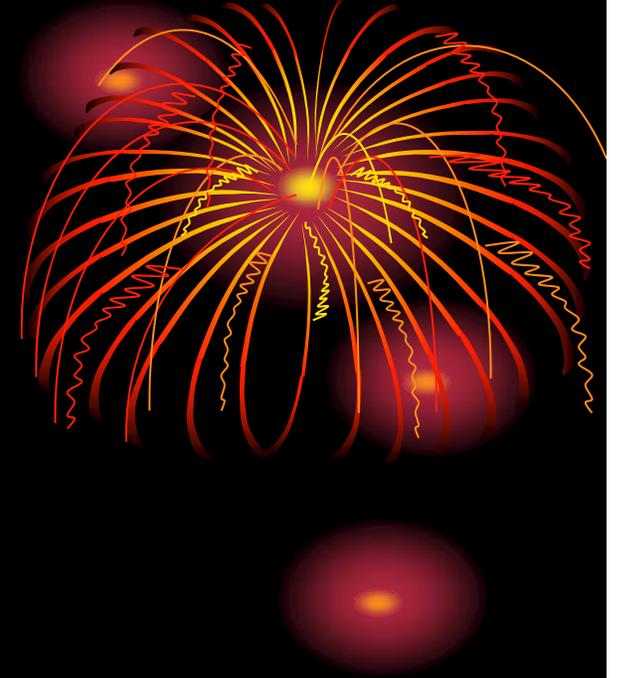
Levels of Quality: The Kano Model
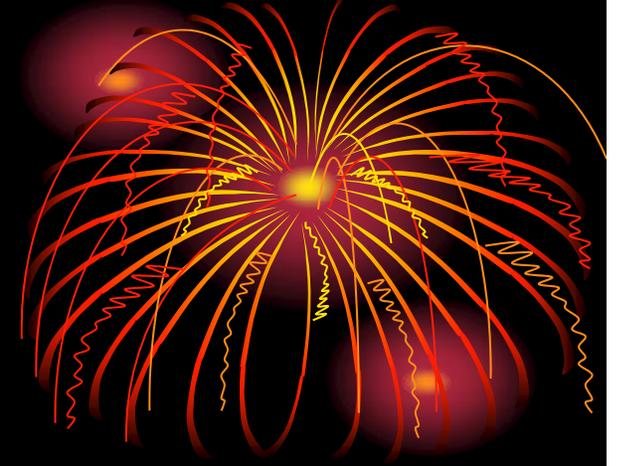
- **Hidden = basic quality**
- **Spoken = performance quality**
- **Surprise = excitement quality**

Customer Service:
The Conventional Model
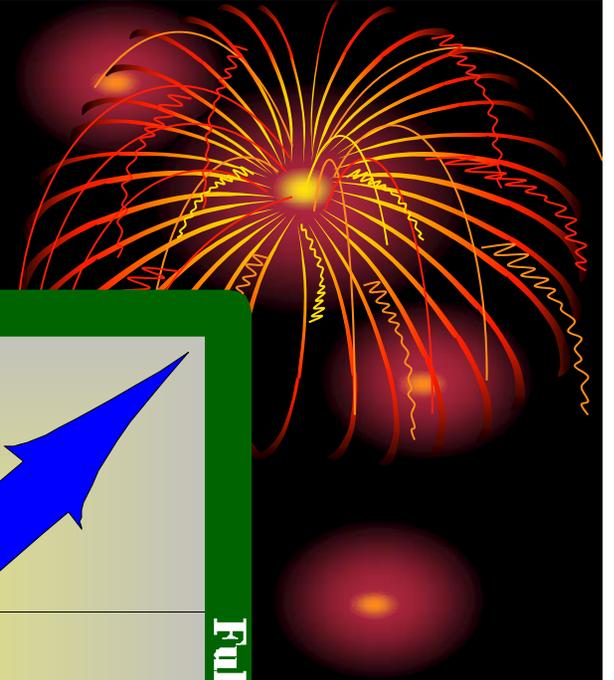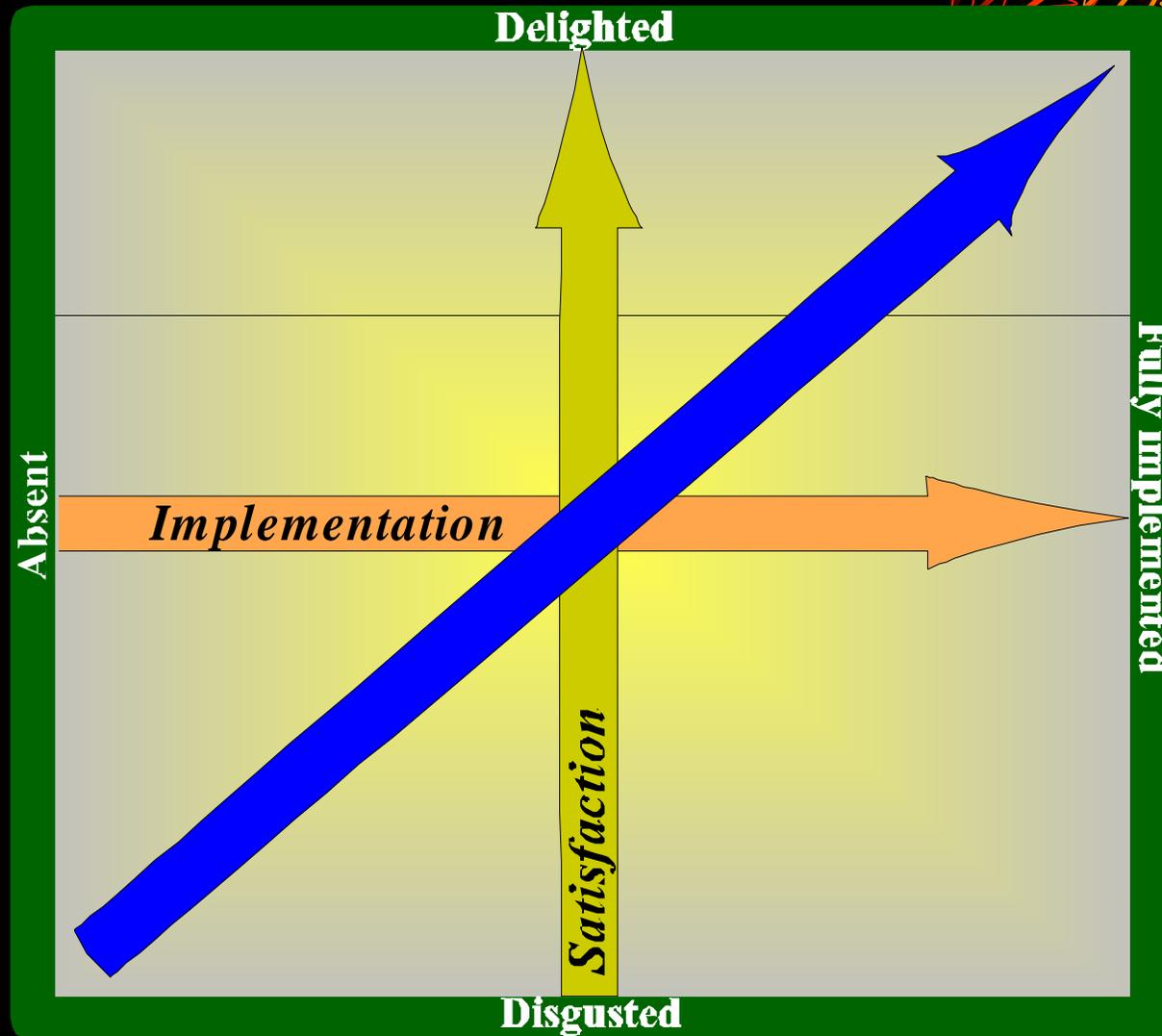
Customer Service: The Kano Model
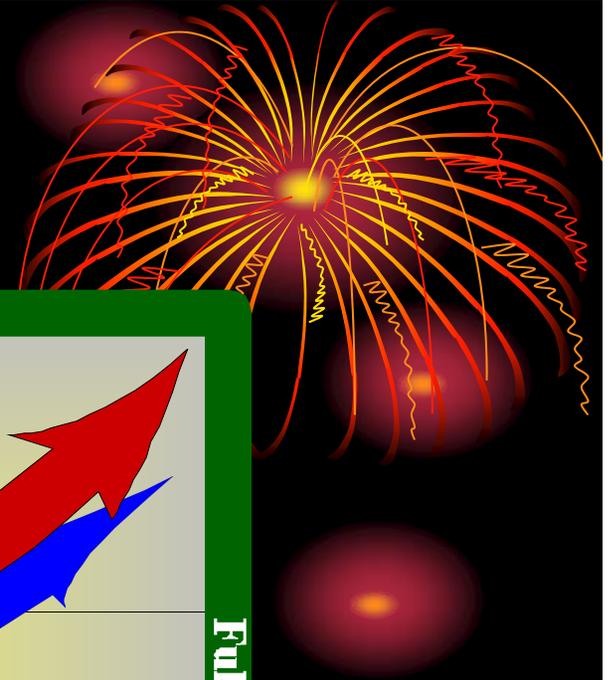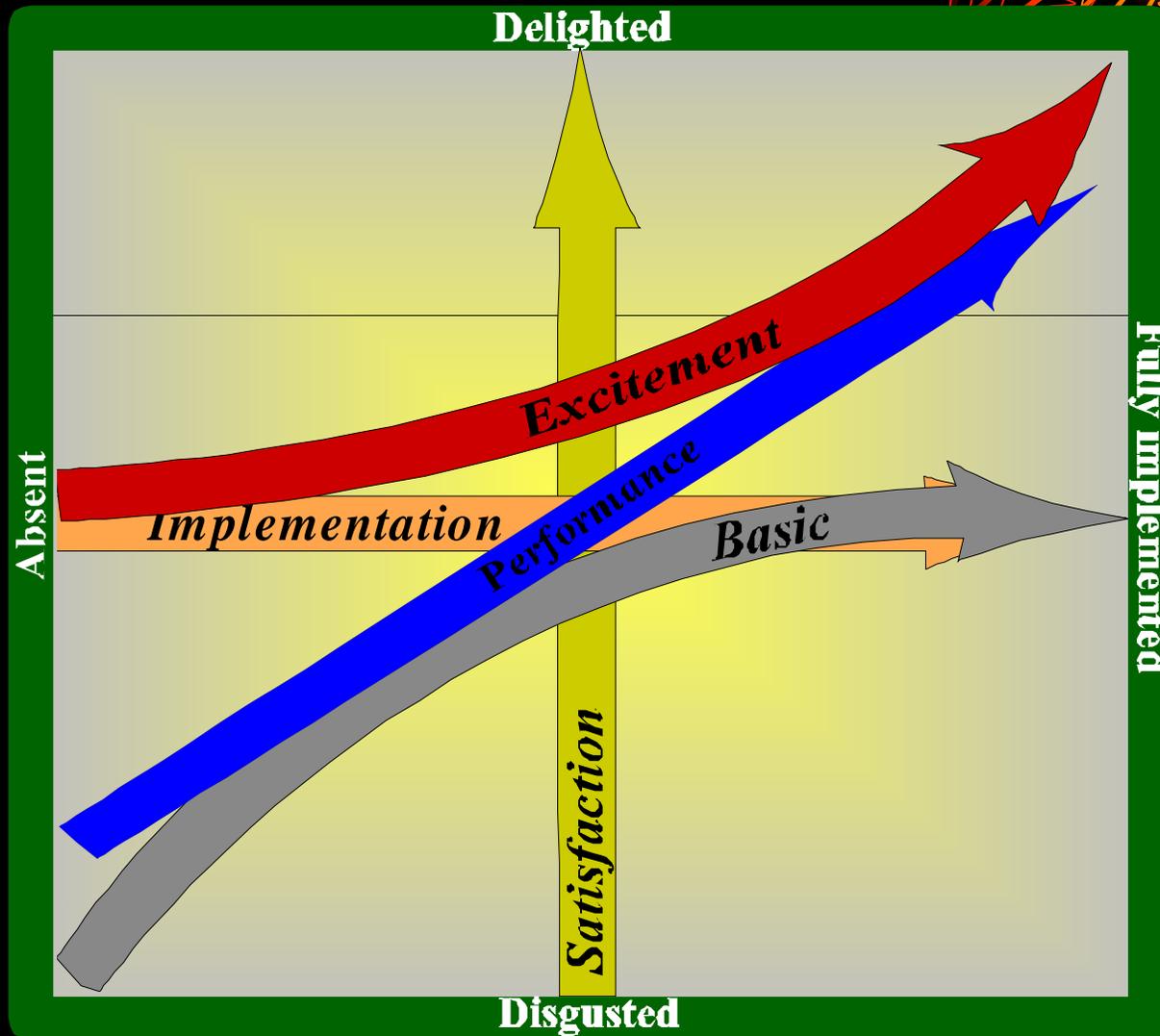
The "Wow" Factor
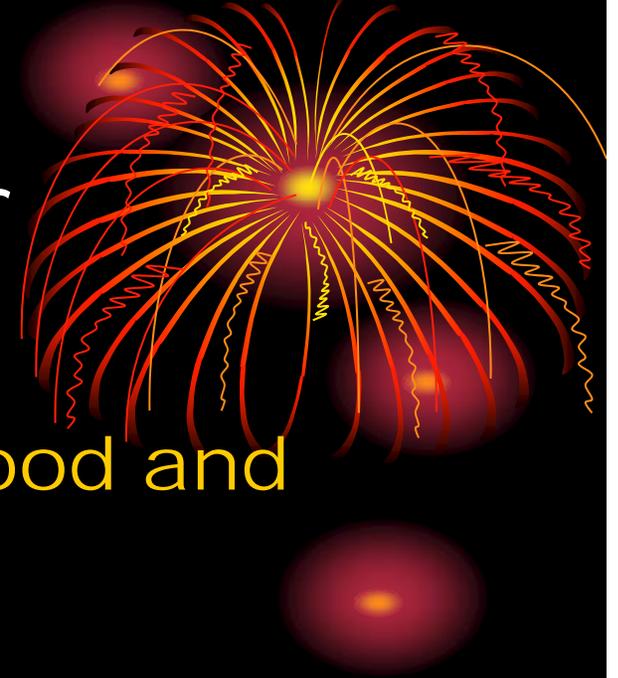
- **The difference between good and outstanding.**
  - **Good is the enemy of best.**
  - **Best is the enemy of better … and the enemy of outstanding.**
- **How has your agency excited your customers and left them saying …**

"WOW!"

Attitude is Everything!

- **Is a customer's problem your problem, or the next guy's problem?**
- **Are you looking for opportunities to serve your customers?**
- **Who in your agency has a great attitude about customers service? A bad attitude?**
- **Southwest Airlines: Hire for attitude; train for skill.**

How Can We Objectively Assess Customer Service...

From the perspective of the customer

- **Anecdotes?**
  - Customer complaints
  - Customer "atta-boy" calls or letters
- **Systematic Study**
  - Surveys
  - Interviews
  - Focus groups
  - Benchmarking

Conclusion

- **Good is the enemy of best.**
- **Best is the enemy of better.**
- **Provide exceptional customer service, and you will prosper!**
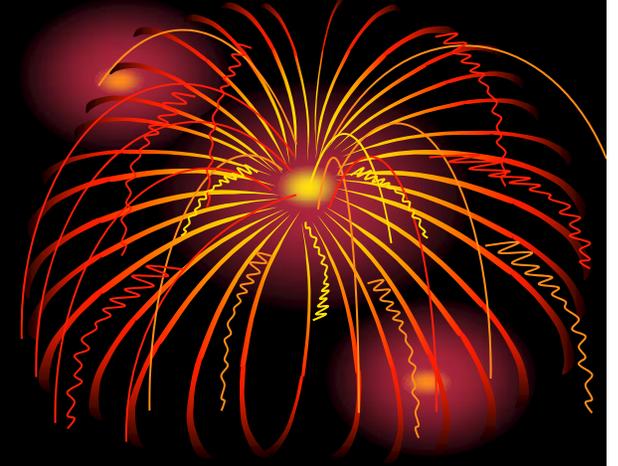
Thank you!

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