

Chris Bennett, B.S., LP, CCP, ANZIIF (Snr Assoc.) CIP, DipLA

# CUSTOMER SERVICE IN LIFE AND DEATH





“You don’t remember me, do you?”

# What is Customer Service?

- ⦿ Customer Service – 841,000,000 hits
- ⦿ Customer Satisfaction – 101,000,000 hits
- ⦿ Total – 941,000,000 hits

# So, what is Customer Service?

- ⦿ Excellent customer service is defined as service that treats customers with a friendly attitude and tries to resolve their problem or question as efficiently as possible. – *Reference.com*
- ⦿ Customer Service vs. Customer *Experience*

## One and Done

Asked what dimensions of service they would most like to see companies measure, the U.S. customers surveyed chose knowledgeable frontline workers and a one-call-and-done interaction above all other factors. Most respondents defined "knowledgeable" as able to "answer my questions without putting me on hold, searching for someone, or transferring me."



Source: Convergys 2008  
U.S. Customer Scorecard

# Copy Call

- ⦿ Personalised service
- ⦿ Names not numbers
- ⦿ Engagement vs Transaction
- ⦿ Baseball



# Want vs Need

- ⦿ The Customer is Always Right
- ⦿ “What do you expect us to do?”
- ⦿ “Well, I have paid premiums for the past 30 years...”

# Not my First Emergency

- ⦿ Interaction
- ⦿ Understanding
- ⦿ Expectations

# Honesty is the Best Policy

- ⦿ .... Or is it?
- ⦿ “Am I going to die?”
- ⦿ “Last Cigarette”
- ⦿ Know your customer.

# Measuring Customer Service

- ⦿ KPI's
- ⦿ Technical proficiency
- ⦿ “Customer Satisfaction”
- ⦿ Which is most relevant?
- ⦿ Health care costs and administration
- ⦿ Objective evaluation of subjective information

0 1 2 3 4 5 6 7 8 9 10

NO PAIN

MILD

MODERATE

SEVERE

VERY SEVERE

WORST POSSIBLE



 **IMPROVED  
PAIN SCALE**

**1** IT MIGHT BE AN ITCH



**2** I JUST NEED A BANDAID



**3** ITS KIND OF ANNOYING



**4** THIS IS CONCERNING  
BUT I CAN STILL WORK



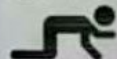
**5** BEES?



I CANT STOP CRYING



I CANT MOVE  
IT HURTS SO BAD



MAULED BY A BEAR  
OR NINJAS



UNCONSCIOUS



# Perfection vs. Reflection

- ⦿ Technical proficiency
- ⦿ “What about my door?”
- ⦿ Not everyone is going to be happy.

# What do YOU want?

- ⦿ Don't let someone else's emotions control your life
- ⦿ Leave work at work
- ⦿ Focus on the low hanging fruit



# Sometimes, the answer is “no”

- ⦿ Delivering bad news
- ⦿ Time value

# Summary

- ◎ Nobody is going to die if it waits until tomorrow
- ◎ Engage the customer, not the claim number
- ◎ Remember, the smallest act can have the biggest impact on the customer experience.

Now, How to Save a Life....