

Customer Service

Presented by:

Donna Johnston, Sutter County
Clerk-Recorder/ROV/Board Clerk

Cindy McMillan, Sutter County
Assistant Clerk-Recorder

- Strive to be proactive rather than reactive when it comes to customer service

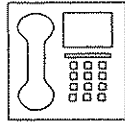
Personal Customer Service

- 7/11 Rule
 - In 7 seconds of contact, a customer forms 11 impressions about your organization
 - Are you knowledgeable?
 - Clean?
 - Friendly?
 - Professional?
 - Helpful?
 - Understanding?

Terrific Telecommunications

- Caller is expecting:

- Hassle-free
- Someone who listens
- Verbal feedback
- Quick action
- Using their name



- If putting on hold, ask permission, then wait for answer

Don't answer the phone

- When you are dealing with a customer in person and the phone rings — let it ring. Let a machine tell the person on the phone how important they are.
- You have no higher priority than to deal with the customer who's standing in front of you.

Tips for Good Written Customer Service

- Professional Documents are vital for positive customer service
 - Review your forms from the customer's perspective:
 - Are they easy to follow?
 - Do the instructions make sense?
 - Are they up-to-date?
 - Letterhead—does your letterhead look professional? Does it list current staff, addresses and phone numbers?

Personal Customer Service

- Principal should periodically enter the building from the public entrance and observe from customer's point of view:
 - Is it clean and tidy?
 - Do carpets need shampooing?
 - In need of paint?
 - Is there too much signage?
 - Redundant signs/posters
 - Is it current?
 - No handwritten signs!

Tips to stop sign clutter

- TV or PC monitor displaying important information
 - Changes/updates are quick and easy
- Digital frame
 - Less expensive than TV or PC
 - Take up less space than TV or PC

Please do not think we are being uncooperative when we suggest that you make your own decisions regarding how documents are prepared.

It is unlawful for our employees to answer questions of a legal nature.

For your protection consult an attorney.



**Put yourself
in the
customer's
shoes**



**Remember, your smile is the best
tool you have for delivering great
customer service**
