

# Grinnell College

## Snack & Chat for Employees

### The Event

Food, video and open discussion

Thursday, November 21, 2002

2:00 - 3:00 p.m.

Forum South Lounge

Refreshments will be served.

### RSVP

Office of Human Resources, ext. 4818  
or [hr@grinnell.edu](mailto:hr@grinnell.edu)



### The Program

#### **Great Customer Service -- Exceeding Expectations**

Great customer service is what it is all about! In order to create true customer loyalty, you should always be looking for opportunities to exceed your customers' expectations. Delivering what you promise is good; but delivering more than you promise is better! Comedian Harry Anderson will demonstrate techniques to help improve your customer service skills in this fast-paced and humorous video. Exceed customer expectations with the following steps:

- “ Listen to the customer
  - Determine the customer's needs
  - Consider how best to serve those needs
- “ Respond quickly
  - The value of responding quickly
  - When problems arise
- “ Know your product
  - Questions =customer service opportunities
  - Customer service is a team effort
- “ Exceed expectations
  - Keep and exceed the promises you make
  - Surprise the customer

