

THE EXTRA POINT

BY JERRY ROBERTS



497 Recognize Need and Give Unique Customer Service

Customer service isn't rocket science, but sometimes you need patience that's other worldly to get through the day. I'm Jerry Roberts and today, we'll tell a few stories where the service was on the unique side. That's next on The Extra Point.

If you've listened to The Extra Point for a while you've likely heard me say that everybody is in the customer service business. From the organizational leader to the newest hire, and it's true whether you're in the private sector, government, or military.

Customer service requires that we step out of our comfort zone and help others. Sometimes, we step way out of that zone. I've got a few examples today.

1. A man called the support line to discuss a booking he had made. He was extremely upset and said his wife had just left him, taking all of her things and his car. The service agent didn't know what to do and asked how she could help. He asked her to sing him a song. Well, she couldn't sing for him but she offered to stay on the phone with him to give him advice on how to understand women better, and hopefully fix things up with his wife.

The last thing he cared about was his booking. He needed to talk with somebody, vent a bit, and the service agent gave him exactly that.

2. A service agent at a house cleaning company took a call from a regular customer. She and her family were preparing to take a vacation and asked if the company would look after her autistic daughter's pet snail. It seemed the girl thought the little snail was holding the soul of their pet rabbit they had just buried.

The company looked up how to care for a snail and arrived at the home proclaiming themselves as professional snail sitters. The daughter was excited. When the family came

home, they returned the snail and talked about its adventure while they were on vacation.

Taking care of a snail likely isn't difficult, but the main part of this is that the lady could ease her daughter's concerns.

3. A .50 caliber machine gun malfunctioned on the battlefield during live action in Afghanistan. The Marines involved figured that calling the armory and getting somebody out to fix the gun could take a long time. Instead, they decided to call the customer service line for Barrett Firearms, the manufacturer. Remember now, they're in a firefight with the enemy and they're calling a customer service number.

The phone rang at Barrett in Tennessee and a former Marine, Don Cook, now a service rep for the company, answered. The Marines in the field explained their problem and the need to get the gun working right away. Cook knew it wasn't every day that you get to help people in that kind of situation and though they had no tools and he had nothing visual to go on, he was able to give them a solution to fix the weapon — in less than a minute. The Marines were then able to rejoin the battle.

Cook's actions that day may have saved American lives. The key to this story and the others was that the service rep saw the need and took action. Giving advice, taking care of a snail, or fixing a gun...you may not be called upon to do those things today, but are you ready to step up and be unique for your customer.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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