DAY 1: ORIENTATION

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WHAT IS CUSTOMER SERVICE?

- Meeting needs and desires of any customer.

- To give without any reward, or any notice.

Customers may forget what you said but they'll never forget how you made them feel

WHY IS IT SO IMPORTANT?

- It adds value to a product and builds trust.

AGENDA

1. Terminology

2. Customer Experience Cycle (CEC)

3. Our Values

4. Our Product

5. Service Algorithm

AGENDA

6. Wentrum Vision Statement

7. Pillars

8. Types of Customers

9. Customer's Pains and Needs

10. Types of writers

TERMINOLOGY

1) **Secret Service** – Obtaining customer intelligence and utilizing it to personalize their experience, leaving the customer to ask themselves: "How'd they do that? How'd they know that?"

2) **Customer Intelligence** – Customer data (i.e. buying habits, purchasing history, personal preferences).

3) **Customer Experience Cycle (CEC)** – the traditional points of contact / interaction the customer will encounter when doing business with you.

4) **Nonnegotiable standards** – our promise to our customers, the minimal experience that team members absolutely must deliver, regardless of the circumstances.

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TERMINOLOGY

5) **Operational standards** – Actions that team members must execute to assist in the efficiency of the day-to-day transactions with our customers. They are unnoticeable to customers and are not the reason customers return.

6) **Experiential standards** – such an experience that makes customers say "WOW," a delightful surprise that the majority of your competitors do not provide. It is the reason why our customers return, refer others and become _brand evangelists._

TERMINOLOGY

7.**Above and beyond opportunities** – random acts of heroism providing legendary service to the customer.

8. Zero Risk – a customer has no risk in doing business with your company because you have <u>service recovery protocols</u>. Regardless of any circumstances, in the end the customer knows your company always make sure they are happy.

CUSTOMER EXPERIENCE CYCLE

•**steps** a customer goes through when ordering with us.

CUSTOMER EXPERIENCE CYCLE

- Order placement

- Payment/confirmation

- In progress (waiting)

- Done/Delivered
- Revision (possibly)

- Approved

- Feedback/Follow-up

WHAT SHOULD WE DO TO GET THE CUSTOMER BACK?

make a price for a customer <u>irrelevant</u> so that

the client does not even want to know about the product's price in

your competitors as your services are <u>priceless</u>

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WHAT IS PRICELESS IN MASTERCARD?

WHAT IS PRICELESS FOR WENTRUM CUSTOMERS?

- Seeing your kid's first step – priceless

- Throwing the graduation cap in the air – priceless

- Saving people's lives – priceless

- Making best friends for life – priceless

- Wearing Oxford t-shirt – priceless

- Time to finally take that girl out – priceless

WHAT DO WE REALLY SELL?

- Time
- Relief
- Peer respect
- Listening (free ears)
- Success
- Knowledge
- Opportunities
- Backup

WHAT IS VISION STATEMENT?

<u>Service vision statement helps</u>

each and every member of the Team

to provide a high-quality service and be on the same page

EXAMPLES OF VISION STATEMENTS

To create happiness by providing the finest in entertainment, to people of all ages, everywhere.

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EXAMPLES OF VISION STATEMENTS

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

WHAT IS NEEDED TO GET CUSTOMERS BACK AND SATISFY THEM?

1.Strong and measurable Service Vision Statement.

2.Know how to implement SVS properly – have all tools on hand.

3.Aim at providing customers with high-quality products by assisting our partners in the best and fastest way possible.

To be the **best backup!**

(for our clients, writers and each other)

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HOW ARE WE THE BEST BACK-UP? PILLARS

- Excellent
- Performance
  - Timely delivery;
  - Originality;
  - Meet client's expectations;
  - One-click order.

- Building Trust
  - Personalize;
  - Be empowered;
  - Be friendly;
  - Quick response;
  - Transparency.

- Just DO MORE
  - Own it;
  - Moodmaker;
  - Be a part of a customer's life;
  - Be proactive.

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TYPES OF CLIENTS

1.Applicants (As)

2.Foreign students (F.S.)

3.Native (local) students (N.S.)

4.Working moms and dads (W.M)

5.Parents ordering for kids (P4K)

6.Military (M)

7.Businessmen (B)

8.45+ (50+)

TYPES OF CLIENTS

✔ To enter College/University
✔ To be hired

- Lack of knowledge/confidence

WOW Service ???

✔ Get it done.
✔ Quality is not so important

- Possess poor English. Looking for acceptance

WOW Service ???

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TYPES OF CLIENTS

WOW Service ???

✔ Want to improve their mark.
✔ Quality is of high importance

• Lack of time.
• Not keen on subject
• Have to work in order to pay for their studies.

✔ High quality product
✔ Ease of use and clarity
✔ Timely delivery

• Looking for understanding
• Lack of knowledge
• They do not keep up with the society

WOW Service ???

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TYPES OF CLIENTS

- Innovative ideas
  - Quality
- Timely delivery

- Afraid for their reputation
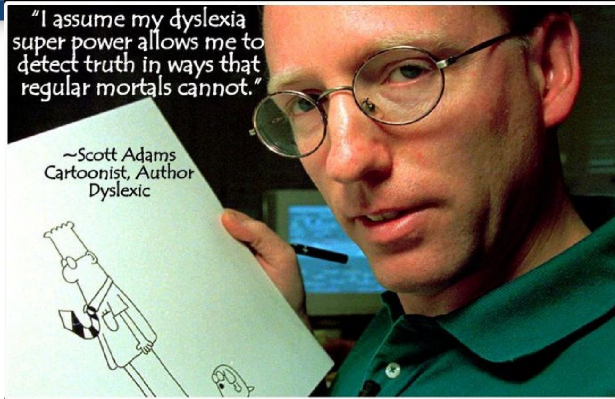 - Cannot fail the project

WOW Service ???

✔ Just pass it.

✔ Do not bother them and deliver on time.

- Cannot be in two places at once.
  - Paper is not so important
    - Under pressure
      - Lack of time

WOW Service ???

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NEW TYPE OF CLIENT

Needs

✔ Assistance in gathering and comprehending the materials
✔ get free time
✔ 3pass the class

WOW Service ???

Pains

1. Disability/ health problems preventing from some type of assignment
2. lack of knowledge
3. Lack of time
4. Looking for acceptance

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TYPES OF WRITERS

I
Full-time / Part-time
II
Natives / ESL
III
Students
Teachers / Professors
Retired professionals
Parents at home
Group Accounts
Working people

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WRITER EXPERIENCE CYCLE

WEC Part I	WEC Part II
1. First contact	1. Checking AO
2. Registration	2. Applying
3. Verification of contact info	3. Confirmation
4. Application form	4. In progress
5. Activation	5. Delivered
6. Getting started	6. Approved
7. Payment details	

THANKS FOR ATTENTION AND ACTIVE PARTICIPATION!