



CUSTOMER SERVICE

CUSTOMERS

01

CONTACT: Daily communication is key to good customer service. While phone calls are ideal, emails and texts also work. Don't limit contact to task-related updates; sometimes a simple "hello" helps build relationships. Take time to learn about your customers while keeping interactions professional.

02

QUOTES: Be prompt and thorough. The requests should be addressed within 15 minutes of receipt. And when you get the **SHIPMENTS**, read and understand all releases. Ask questions about the expectations and provide feedback. **BEE** the expert and understand what you are being hired to do.

03

RELEASES: Contact shippers to confirm relevant information:

- Pick up number
- Hours and appointment requirements
- Accessorial (tarping, PPE, lumper, etc. and expectations)
- Commodity
- Piece count and weight
- How they load

04

POs & DLs: Updates should be given when the loads are confirmed shipped and delivered. The customer should never have to ask. Also, supply your customer with the **POD's** as soon as you can. This will make their job easier, and get billing done quicker.





CARRIERS

01

Carriers are just as vital as our customers; they are the lifeblood of our business. Without them, we couldn't operate. Treat them with respect and support them in doing their job as excellently as you strive to do yours!

02

Provide all details about the shipment:

- Pick up number
- Hours / appointments
- Rate
- Details such as tarping, PPE, lumper, etc.
- Commodity
- Piece count and weight
- Expectations

03

You should provide them all your contact details to ensure clarity about who you are. Always confirm all relevant information, including the driver's name and phone number, which is crucial for tracking shipments and updating customers. Additionally, make sure all appointments are scheduled and communicated effectively to avoid delays.

04

Include all the above information on the rate confirmation. Ensure all necessary documents for loading or unloading, such as BOL, customs forms, delivery orders, and packing slips, are provided to avoid delays or confusion.

COWORKERS

01

Our coworkers are an extension of us when it comes to providing service to customers and carriers. To provide the best service possible, **we must rely on each other** and treat each other with respect. We cover freight for each other. We tap into each other's experiences to help with our own.

02

Answer all calls – **TWO RING MAX**
Sell each load as if it's your own!

03

- Take detailed messages and include the callback number.
- Share ideas, rates, knowledge



FRONT STAGE VS. BACK STAGE

- Front Stage- our presence in the office and on the phone.
 - Always being “show ready”.
- Back Stage-support areas, training & conference rooms.
 - Walk the floor like a customer;
are there any conversations that should be backstage.



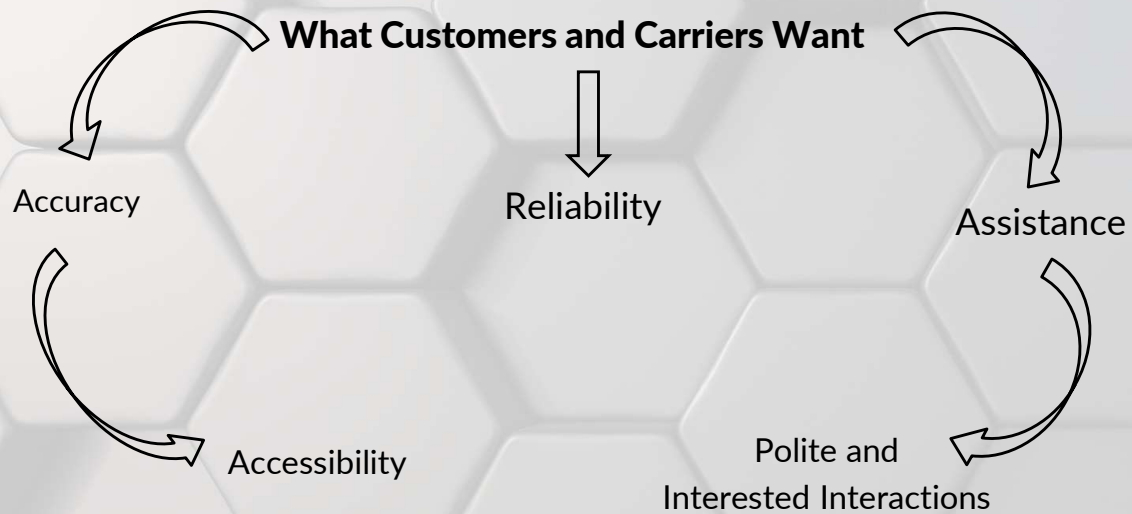
NEEDS

To best understand customer service overall we have to take a look at needs!

- **Basic Needs:** Applies to everyone; food, water, shelter, air, etc.
- **Business Needs:**
 - **Internal:** Paychecks, benefits, safety, comfortable working conditions.
 - **External:** Consistent communication, detailed information, follow up.

How do we determine our customer's needs?
By listening closely and asking questions!

WANTS



We can't just assume we are meeting the wants, expectations, and needs of our customers and carriers. We need to be **PROACTIVE** not reactive.

EMOTIONS

- Emotions are how we gauge successful customer service!
- People react well to positive situations and poorly to negative situations.

Consider the following scenario:

- Take a regular customer that you've been working with for several months. During every interaction that you had control over, you've provided excellent customer service. Today, the customer calls in about a tricky situation that you have no control over. Is this customer more likely to be understanding of the issue at hand?
- **YES!** It is important to know what you want your customer's experience to be at the emotional level, and now that you've laid the ground work for exceptional customer service they will be more likely to be understanding and work with you during a difficult situation.



STEREOTYPES

! To better understand our customers and carriers, we must understand what the stereotypical perceptions are.

People often think of salespeople as liars, bad listeners, greedy, easily replaced, and that they only look out for themselves.

! Now think about what we **WANT** our customers to think about us!

- We are organized and knowledgeable.
- We are trustworthy and honest.
- We are respectful, courteous, friendly, and willing to help.
- We provide quality service.
- We communicate well.

So, how can we begin to project **POSITIVE** stereotypes..?

COMMUNICATION

We are **ALWAYS** communicating!

Everything we do communicates an attitude, a style, or emotion.

The way we are dressed, how we make an entrance into a room, our handshake, eye contact, facial expressions, gestures, posture, emails, the verbiage in voicemails, and the tone of voice on phone calls all create an image.

Does your image portray good customer service?



COMMUNICATION

REMEMBER - Good customer service starts the minute you pick up the phone as the caller or the receiver!

Studies suggest that tone of voice can account for 86% of phone communication while the words we use account for approximately 14%.

A lack of emotional sensitivity to voice tones can create communication problems, especially over the phone as the listener does not have the luxury of seeing you and your body language. When paying attention to tone, concentrate primarily on changes in the voice qualities of the person you are listening to!



COMMUNICATION

Telephone Techniques

✘ Don't Say:

- He hasn't come in yet.
- She's on her coffee break.
- He left early today.
- She's sick today.
- He's on vacation for the next two weeks.
- I believe he went to the bathroom.
- I don't know.
- We can't do that.

✔ Do Say:

- He's not in the office desk.
- She's away from her desk desk.
- He's out of the office until tomorrow.
- She's not in the office today.
- He's out of the office for the next two weeks.
- He's away from his desk, how may I help you?
- Let me find out for you.
- Let me tell you what I can do.

CUSTOMER SERVICE MOMENTS OF TRUTH

A moment of truth occurs when a customer comes into contact with a company and forms or changes their opinion about the quality of that company's products or services.

There are **THREE** outcomes for every moment of truth!

Let's learn **MORE!**



THREE OUTCOMES FOR EVERY MOMENT OF TRUTH



NEUTRALITY:

This is a neutral customer interaction— neither good nor bad. While basic expectations are met, it doesn't inspire loyalty. Satisfied but not committed, these customers remain only until they find a better option.



MISERY:

This is created each time you fail to meet the customer's expectations. Often, misery results in damaging opinions of the company and encourages the customer to speak to others about their experience. Customers share bad experiences with about 11 others, amplifying the impact.



MAGIC:

This is created when you **EXCEED** the customer's expectations. Service must be truly outstanding, driving positive word-of-mouth, repeat business, new customers, and a stronger reputation. Outstanding service is key to achieving this impact.

WHY ARE MOMENTS OF TRUTH SO IMPORTANT

- They are unexpected and therefore **REMEMBERED**
- They exceed expectations
- They create world-class service
- They create **LOYAL** customers and carriers



BRINGING QUALITY OF SERVICE TO LIFE

CARE:

Attitude is everything! Care about your customers and carriers sincerely and show that you value each one as an individual. Care about your organization by gaining and maintaining a reputation following high ethical values.

ACT:

Act on what you've learned and take your customer service to the next level. There is always room for improvement in every situation. Remember that **YOU** have the power to do something well. Envision what you want and work hard to reach your goals. Be engaged!

THINK:

Find ways to go from good to **GREAT!** You can always learn more. Read, ask questions, learn from experts, pay attention. Become an expert at making excellent customer service one of your top priorities.

CUSTOMER SERVICE

ANY QUESTIONS/COMMENTS?

