

# Johnny the Bagger

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A True Story of Customer Service

Preview Only

Applied Learning Workbook

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## Why This Book Is Important

The story of Johnny the Bagger teaches us that we can provide exceptional, from-the-heart service to each of our customers and make a real difference in our workplace. Doing so requires making a personal choice to delight customers every day in every interaction with them. Providing service that delights our customers requires us to continue to improve our skills and knowledge, so we can make a real difference for our customers, our organization and ourselves on a regular basis.

As you will see in the next section, “How to Use This Book,” continuous improvement requires commitment, but relatively little time—just once a week.

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## How to Use This Book

There are 52 reflections in this book to carry you through a year. The reflections offer variety to keep your interest, yet broaden your focus and sharpen your customer service competencies through questions to answer or activities to complete.

Here are some suggestions for using this book:

- Take time every week to increase your skills and knowledge about customer service and what it takes to provide from-the-heart service by completing one of the reflections.
- Place the book where it will be visible and easily accessible.
- Consider completing each reflection on Monday of your workweek to focus your thinking and actions for the coming week.
- Complete each reflection at a time of day when you are most alert and energetic, first thing in the morning, during lunch or at the end of your workday.
- Don't just think about your answers to the reflections—be sure to use the space provided on each page to write down your thoughts or answers to the questions.

If you are faithful in your commitment to completing these reflections, you'll be able to make a true difference in your organization by providing exceptional, from-the-heart service to your customers.

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## Reflection 1 - Building Customer Loyalty

*“Building Customer Loyalty” is the responsibility of every employee in an organization. If organizations today want to stay in business, they must do more than simply acquire new customers. They must treat their established customers in such a way that they WANT to do more business with the organization.”*

If you have face-to-face contact with your organization’s customers, what can you personally do to create loyal customers? If your customers are internal, what can you personally do to support their efforts to create loyal customers?

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<sup>1</sup> Glanz, B. A. (1994) *Building Customer Loyalty: How YOU Can Help Keep Customers Returning*. New York: McGraw-Hill.

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## Reflection 2 - Your Experience as a Customer

Think of an organization where you like to do business—a place where you choose to go time and time again.

What do they do to keep you returning?

How can you do the same things for your customers?

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## Reflection 3 - The Importance of Customer Loyalty

One reason that it's important for your organization to develop loyal customers is the fact that it costs *five times* as much to get a new customer as it does to keep an existing one.

What are other reasons for creating loyal customers?

What can you do to help your organization develop loyal customers?

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## Reflection 4 - Keeping Loyal Customers

There are several reasons that customers stop doing business with an organization. For example, some customers may simply move away. Some leave for competitive reasons, while others are dissatisfied with a product or service. But 68% of customers stop doing business with an organization because of an attitude of indifference toward the customers by the owner, the manager or an employee.<sup>2</sup>

In what ways can you influence others in your organization to overcome their attitudes of indifference toward customers, either directly through your own actions or indirectly by supporting others?

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<sup>2</sup> LeBoeuf, M. (1987) *How to Win Customers and Keep Them for Life*. New York: G. P. Putnam's Sons.

## Reflection 5 - Your Customers

We all have customers. Some of these customers may be external—customers who purchase our organization's products or services. Some may be internal—people who depend on the timeliness, quality and accuracy of our work.

Who are your customers (external and/or internal)?

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## Reflection 6 - Your Choice

In every interaction with a customer, whether internal or external, you have a choice:

- You can choose to **discount** a customer, disregarding the customer's needs and feelings
- You can choose to take care of the customer's **business needs** only
- You can choose to create a **positive, memorable experience** for the customer<sup>3</sup>

In what ways is it possible to discount or disregard a customer?

What do you sacrifice if you choose to take care of a customer's business needs only?

What do you gain if you choose to create a positive, memorable experience for the customer?

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<sup>3</sup> Glanz, B. A. (1994) *Building Customer Loyalty: How YOU Can Help Keep Customers Returning*. New York: McGraw-Hill.

## Reflection 7 - Choosing to Provide Exceptional Service

What are a few behaviors or personal characteristics that would tell others you have made the choice to provide exceptional service to customers?

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## Reflection 8 - Focusing on what is Best for the Customer

In every interaction you have with a customer, whether external or internal, you can choose to do what is easiest for you, or you can choose to do what is best for your customers.

What could get in your way of doing what's best for your customers?

How can you overcome these challenges?

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## Reflection 9 - Your Customers' Business Needs

Your customers all have unique needs. Some of these are business needs—your customers need or want a product or service that you or your organization can provide.

Review your list of customers on page 7. In the space provided below, make a list of their most critical business needs and what you do to meet these needs.

My Customers' Business Needs	How I Meet These Needs

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## Reflection 10 - Your Customers' Personal Needs

Your customers all have unique needs. Some of these are personal needs—your customers want to feel special.

Review your list of customers on page 7. In the space provided below, make a list of their personal needs and what you do to meet these needs.

My Customers' Personal Needs	How I Meet These Needs

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