

Customer Service Do's Don'ts

CUSTOMER SERVICE GUIDELINES (List Created/Presented by Education & Training at 2008 Membership Seminar)	
1- Answer the Phone	
2 - Live up to our Promises	
3 - Listen	
4 - Address Complaints	
5 - Be Helpful	
6 - Hold Each Other Accountable	
7 - Take the Extra Step	
8 - Throw in Something Extra	
CUSTOMER SERVICE <u>DO's</u>: (List Created By 2008 Membership Seminar Participants)	CUSTOMER SERVICE <u>DON'Ts</u>: (List Created By 2008 Membership Seminar Participants)
Answer phone promptly	Agree - just to agree
Anticipate what they need	Allow customer's behavior to upset you
Ask for volunteer help	Allow members to be rude to other members
Ask questions	Allow personal feelings in dismembering anyone
Be a good listener	Always be a complainer
Be clear	Argue with customers
Be concise	Assume they know....
Be consistent	Automatically look at the worst side
Be courteous	Bad mouth members with problems
Be creative	Be afraid to ask anyone to become a member
Be credible	Be authoritative

Customer Service Do's Don'ts

Be friendly - greet members	Be ignorant
Be honest	Be inconsistent
Be informative	Be judgmental
Be open-minded	Be or act negatively
Be patient	Be petty
Be pro-active to problems	Be preoccupied
Be prompt	Be rude on the phone
Be realistic	Be rude or answer rudely, under any circumstances
Be supportive	Be self-centered
Be there when needed	Call everyone "Honey"
Be unique	Complain about things you can't/won't change
Be upbeat & professional with customers	Confuse people
Confront issues immediately	Count on someone else
Discover real needs	Criticize unless you can be of real help
Dress appropriately	Cut on portions or food quality
Entice your customer to come back	Demean their concerns
Explain - show the way	Discuss problems when drinking
Explain the Moose to new customers	Dominate conversation
Face the issues / address complaints	Ever stop selling the mission of the Moose
Find out customers wants	Expect reward / profit
Follow lodge rules	Expect the officers to do it all
Follow-up	Fail to get back to them ensuring satisfaction
Fully understand their concerns	Follow other lodges, all are different
Give 110% in everything you're involved in	Forget follow-ups

Customer Service Do's Don'ts

Give customer reason to return	Forget to say "Thank You"
Give extra card at Bingo	Formulate answers prematurely
Give undivided attention	Give away product
Go above & beyond customer expectations	Give unwanted advice
Greet customers / members	Go "overboard"
Have a merit system	Gossip
Have good food	Hang up or put customers on hold
Have positive attitude	Have lack of communication
Have positive body language	Have unqualified trainers
Have staff sing to customer for special occasion	Ignore customers or their problems
Identify lodge & yourself when answering the phone	Ignore customers problems, assist or offer to find assistance
Include everyone in choices	Lie
Introduce yourself	Make a bad impression
Keep appointments	Make customers wait
Keep lodge clean	Make excuses
Keep Newsletter close	Make promises you cannot keep
Keep your focus on the customer	Make statements that are untrue or unlawful
Kill with kindness	Over charge
Know what is happening at the lodge	Over commit
Let them vent	Pass the buck
List events	Procrastinate - pass it off
Listen for new suggestions	Raise your voice in negative way to customers
Listen to & address complaints in a timely manner	Reject suggestion from staff w/o proper consideration
Make customers feel welcome	Rush customers

Customer Service Do's Don'ts

Make experience unforgettable	Say "Moose Club"
Make eye contact	Show favoritism
Make positive first impression	Sit idle
Make their day	Take a complaint & make a joke about it to everyone you see
Meet & greet	Take short-cuts
Newsletter	Take sides
Offer help from the heart	Take them for granted
Offer help to members if needed	Talk down to them like children
Offer peanuts/pretzels at Social Quarters	Tell them to go to the Eagles
Offer ride home	Train bad habits
Pick up on subtle details	Under train for the job
Pour a good drink	Use foul language
Promote membership	Use phrase "not this person again"
Promote your lodge	Volunteer if you cannot do it
Provide coupon for drink or sandwich	Yell at volunteers
Put on a comedy show	
Read and reread emails	
Really listen carefully	
Recognize a need even if not outright asked	
Recognize customer is always right	
Recognize something special about someone	
Remember names & preferences	
Report complaints to Board or Administrator	
Reprimand bartenders subtly	

Customer Service Do's Don'ts

Return emails	
Say "Thank You"	
Say you are sorry when necessary	
Send a card to someone in grief	
Set an example - practice what you preach	
Share experiences & knowledge	
Share ideas	
Share policy decisions with staff	
Show appreciation	
Show customers that you need them	
Show interest	
Show up early for work each day	
Smile when speaking and answering telephone	
Stand on your word & be known as reliable	
Take notes	
Take pride in commitment	
Take the extra step/mile to solve problems	
Talk with members not paid.... to see why	
Tell Moose story to visitors	
Timely resolution	
Train each other	
Train Officers	
Transport someone to doctor or hospital	
Treat all customers equal, as you would like to be treated	

Customer Service Do's Don'ts

Try new things	
Use hand shakes	
Use inflection in your voice	
Use the feel, felt, found principle	
Use words of praise	
Volunteer for some function without personal gain	
Walk around and speak with everyone	
Work as a team	
WOW the customer	