RUNNING THE SHOW
ONSTAGE &
BACKSTAGE:

OUTSTANDING CUSTOMER SERVICE
FOR 2008

LAWRENCE BISCONTINI

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Contents:

1. PURPOSE: establishing metaphor
2. IDENTIFY OUR LEADERS
3. IDENTIFY OUR CUSTOMERS
4. GLEAN 5 TIPS FOR ONSTAGE
5. GLEAN 5 TIPS FOR BACKSTAGE
6. CONCLUSIONS

contents

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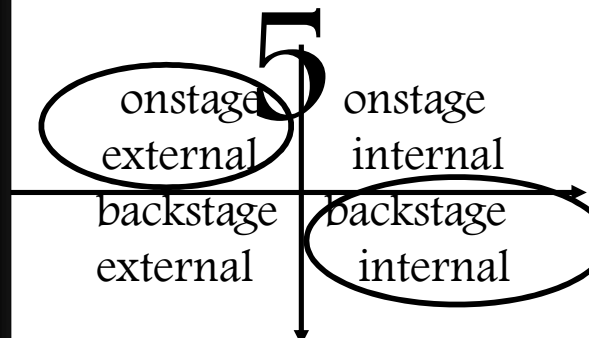Donald Trump's Customer Service:
1. "God …"
2. "Everything _____."

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2 sets:
• defining 'ons
& 'backstage'

2 cutomers:
• 'internal' & 'external'

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5

onstage | onstage
external | internal
backstage | backstage
external | internal

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onstage/external:

• 1. *prepare*

• 2. *perfect & polish*

3. *paraphrase*

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onstage/external:
4. *perceive*
5. *pamper*

- Anticipate
- Bedazzle with efficacy & efficiency
- Compliment & Complement

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…nomenclature…
"I'm not authorized to…"

"NO."
"You're welcome." "No problem"
"BUT"
"Our policy states that"
"Problem"
"I'm sorry"

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…nomenclature…
"I'm afraid that…"
"Do you want?"
"Are you done?
"Our policy states that…"

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backstage/internal:
- 1. *understand*
- 2. *overstate*
- 3. *question*

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backstage/internal:
- 4. *empower*

- 5. *envision*

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onstage/internal:
- 1. observe
- 2. acknowledge
- 3. promote

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onstage/internal:
- 4. initiate

- 5. prioritize

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backstage/external:
1. invite
2. display
3. organize

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backstage/external:
4. prioritize
5. thank (for the opportunity)

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TAKING RISKS

the 2 types of managers…
"analysis = paralysis"
"It's better to ask for forgiveness than for permission!"

take-home message:
EMPOWER your colleagues

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- COMPANIES THAT TEACH
  1. **American Airlines**®
     Concentrate on present or future
  2. WYNDHAM HOTELS & RESORTS   *HELP steps:*
  3. Disney

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Disney

- CLIENTS = GUESTS
- EMPLOYEES=CAST MEMBERS
- 1ST NAME COMPANY + PLACE
- CUSTOMER'S PREFERENCES OVER OUR DUTIES

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Slide 1

- 4 SERVICE STANDARDS:
  - 1.SAFETY
  - 2. COURTESY
  - 3. EFFICIENCY
  - 4. SHOW

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Slide 2

- COMPANIES THAT TEACH
  - 4. ĀMAN RESORTS
  - 5. & EQUINOX FITNESS CLUBS
  - 6. STARBUCKS COFFEE | STARBUCKS.CO
  - 7. WACHOVIA

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Slide 3

ACTING:
- ACTORS W/GREAT ATTITUDES
- TIE EVERYTHING TO YOUR THEME& MISSION
- THE POWER OF SCRIPTS: DELEGATE A SCRIPT WRITER

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Slide 4

GENERAL HOSPITAL

SOAP OPERAS:

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Slide 5

- SOAP OPERAS:
- RUNNING LINES/TEAM, ROLE PLAYING, AND USING SCRIPT WRITERS
- WELCOME COMPLAINTS @ RIGHT TIME with …
- STORY BOARD THE GUEST

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Slide 6

"Namaste"

- Summary:
- Take-home message
- Homework

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