RUNNING THE SHOW
ONSTAGE & BACKSTAGE:
OUTSTANDING CUSTOMER SERVICE
FOR 2008
LAWRENCE BISCONTINI

Donald Trump’s Customer Service:
1. “God …”
2. “Everything ___________.

2 sets:
• defining ‘onstage’ & ‘backstage’
2 cutomers:
• ‘internal’ & ‘external’

onstage/external:
• 1. prepare
• 2. perfect & polish
• 3. paraphrase
onstage/external:
4. perceive
5. pamper

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

...nomenclature...
“Problem”
“Our policy states that”
“I’m sorry”
“NO.”
“You’re welcome.” “No problem”
“BUT”

...nomenclature...
“I’m afraid that...”
“Do you want?”
“Are you done?”
“Our policy states that...”

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

backstage/internal:
4. empower
5. envision

onstage/internal:
1. observe
2. acknowledge
3. promote
onstage/internal:
• 4. initiate
• 5. prioritize

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

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

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

• COMPANIES THAT TEACH
  1. AmericanAirlines
     Concentrate on present or future
  2. Wyndham Hotels & Resorts
     HELP steps:
  3. Disney

• CLIENTS = GUESTS
• EMPLOYEES = CAST MEMBERS
• 1ST NAME COMPANY + PLACE
• CUSTOMER’S PREFERENCES
  OVER OUR DUTIES
- 4 SERVICE STANDARDS:
  - 1. SAFETY
  - 2. COURTESY
  - 3. EFFICIENCY
  - 4. SHOW

- COMPANIES THAT TEACH

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

- SOAP OPERAS:

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

“Namaste”

- Summary:
- Take-home message
- Homework