


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 _____."

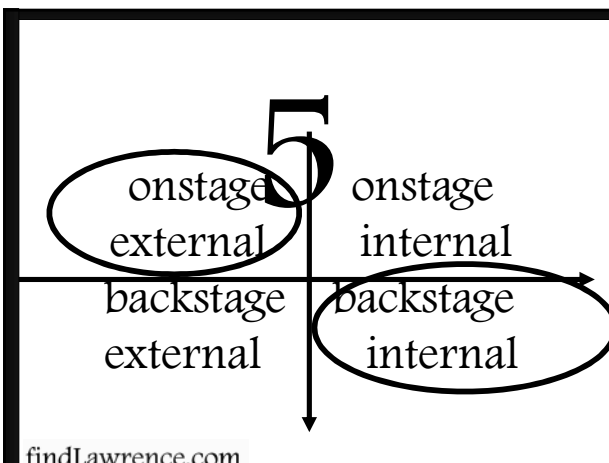
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2 sets:
 • defining 'ons
 & 'backstage'



2 customers:
 • 'internal' & 'external'

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


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

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• COMPANIES THAT TEACH

4. 

5. 

6. 

7. 

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ACTING:



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

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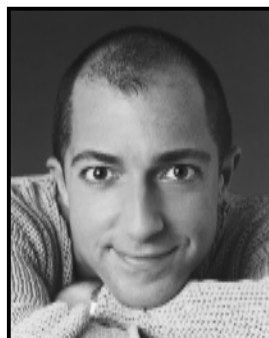
SOAP OPERAS:

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

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"Namaste"



- Summary:
- Take-home message
- Homework

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