Purpose Driven Customer Service
Helping Your Customers Get What They Really Want From You
Presented By Troy Harrison
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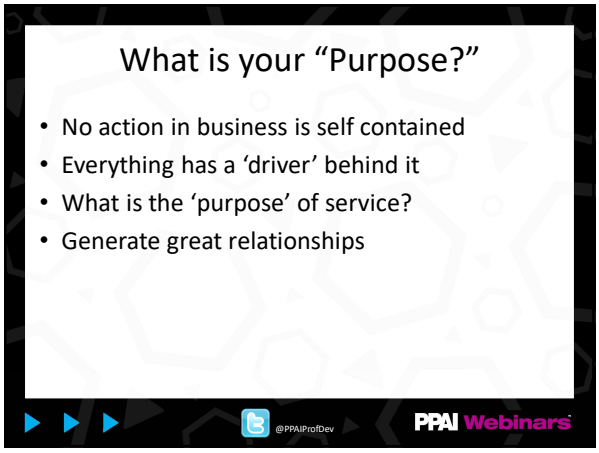
What is your "Purpose?"
• No action in business is self contained
• Everything has a 'driver' behind it
• What is the 'purpose' of service?
• Generate great relationships
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Three Levels of Relationships
• Occasional Buyer
• Habitual Buyer
• Loyal Customer
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Moving Customers Upward
• Great sales (of course)
• Purpose Driven Customer Service
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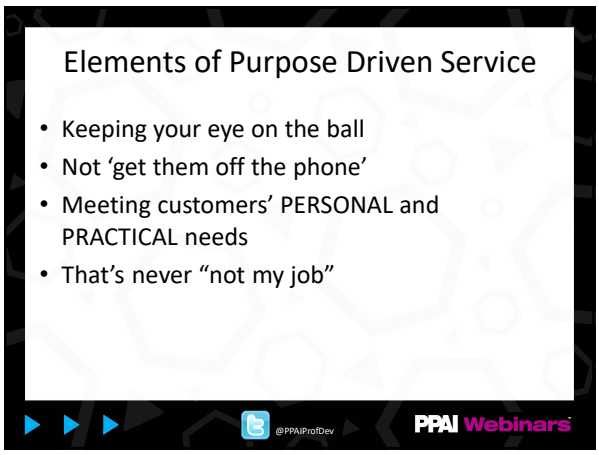
Elements of Purpose Driven Service
• Keeping your eye on the ball
• Not 'get them off the phone'
• Meeting customers' PERSONAL and PRACTICAL needs
• That's never "not my job"
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Companies That Deliver PDS

- What companies can you think of that deliver Purpose Driven Service? Why?
- Do you get Purpose Driven Service at the DMV?

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Companies That Deliver PDS

- Nordstrom
- Hilton Hotels
- Disney
- Outrigger Hotels
- QuikTrip

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Adopting PDS

- It's not enough to compare yourself to direct competitors! You either rise or fall to the level of your business!
- Who wants to be the best airline? How about the best DMV?
- PDS means making the most of every customer interaction

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Elements of PDS – The Purpose

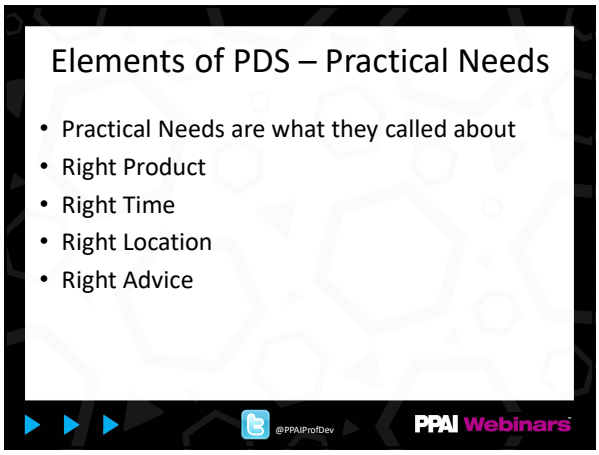
- Your Purpose on Every Call is the Same:
- Sell More
- Generate Loyalty
- Create a Testimonial Worthy Experience

Elements of PDS – Personal Needs

- Everyone has Personal Needs
- Need to feel individualized
- Need to feel listened to
- Partner in the Process
- Never be left hanging

More On Personal Needs

- You are NOT a gatekeeper!
- Manage time efficiently, but do not 'protect' yourself from customers
- Think about airlines – do any provide Purpose Driven Service?
- Non PDS companies PLAY DEFENSE


Elements of PDS – Practical Needs
• Practical Needs are what they called about
• Right Product
• Right Time
• Right Location
• Right Advice
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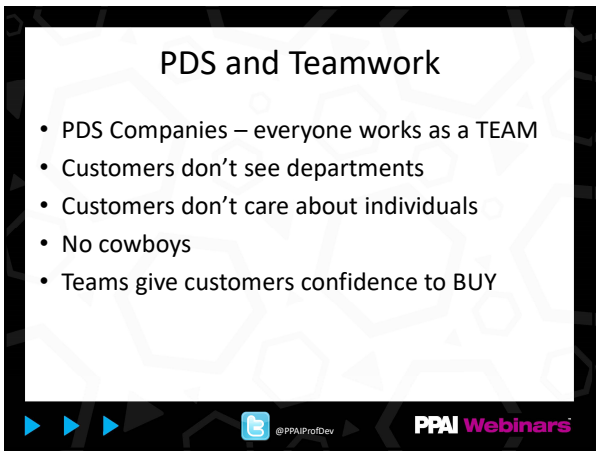
PDS and Teamwork
• PDS Companies – everyone works as a TEAM
• Customers don't see departments
• Customers don't care about individuals
• No cowboys
• Teams give customers confidence to BUY
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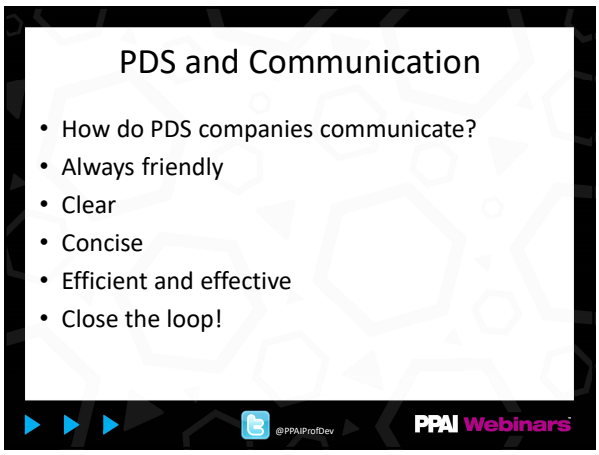
PDS and Communication
• How do PDS companies communicate?
• Always friendly
• Clear
• Concise
• Efficient and effective
• Close the loop!
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PDS and Follow Up

- Follow Up is Critical
- DO NOT leave customers hanging at the end of the day!

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The Purpose Driven Question

- How do we want customers to feel when they are done talking to us?

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The Purpose Driven Question

- What changes to we need to make so that they feel that way?

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Thank You For Attending!
• Can I be of help?
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