



Mr. Technician Fix Your Customer

Dean Landers

Landers Appliance, Baltimore MD



Download Presentations at www.unitedservicers.com



Service Delivery excellence

- Why do you try to deliver excellent service?
- Who benefits when you do?
- Who in your company should be striving to deliver excellent service?
- Do you have any internal training to help everyone stay on task at delivering service excellence?



Service delivery excellence through - GLEEPS!

- For technicians we talk about productivity, repair completions per day, labor dollars, recalls, truck inventory, and technical knowledge.
- For CSR's we talk about processes, paperwork, speed, being nice, and various office activities.
- BUT we never talk enough about the most important aspect of the service experience... **Satisfying the Customer!!!!**



Service delivery excellence through - GLEEPS!

This training will help technicians and CSRs focus on the common goal of:

Satisfying your Customer!!!!

GLEEPS! Accomplishes this using helpful tips to make the customer experience memorable and pleasant!

- For CSR's it acts as a reminder that every phone call matters!
- For technicians it is specifically helpful in dealing with female customers!



Service delivery excellence through - GLEEPS!

• The focus of GLEEPS! Is to help technicians do three things:

1. Identify with our “broken” customer. Work toward “fixing” her world, not just her appliance,
2. At the same time solidifying and enhancing the relationship between company and customer,
3. Take full advantage of the opportunities that exist in and through the service experience.



Service delivery excellence through - **GLEEPS!**

- Satisfying the Customer requires a focus on “Soft Skills” training.
- Male Technicians need training on how to listen to and deal with customers, especially female customers
- Female CSR’s need training on how to listen to and empathize with the customer!



GLEEPS!

For technicians!

1. Greeting
2. Link
3. Examination
4. Explanation
5. Proposal
6. Seal



Download Presentations at www.unitedservicers.com



GLEEPS! For technicians!

The Greeting!

- Think guest! Set the stage for a positive experience.
- Greet your customer by name at the door. Introduce yourself by your first name.
- Hand her/him your business card.
- Refer by name often as possible.
- Treat your customer with the utmost dignity & respect.



GLEEPS! For technicians!

The Link!

- Pay attention! Look! Listen!
- Establish rapport!
- Everything you do and say either takes away or adds to their discomfort.
- Look around and observe your surroundings! Don't focused only on the repair so that you forget your manners.
- Find something to converse about that is not appliance related. Create a “Link”!



GLEEPS! For technicians!

The Examination!

- Expand your view!
- Look at the appliance holistically
- Be thorough! Inspect all common potential problems.
- Look for things to offer as a way to enhance the repair.
- Provide value to the service experience for Mrs. Customer.



GLEEPS! For technicians!

The Explanation!

- Be prepared! Mrs. Customer needs your professional opinion.
- After diagnosis, invite the customer, by name, to the broken appliance.
- Thoroughly explain what happened and point to the defective part. Explain the charges and parts ordering process.
- On COD calls, clearly state if you think it is worth repairing or not.
- Ask if they have any questions.



GLEEPS! For technicians!

The Proposal!

- Make an offer!
- After getting authorization to make repair, offer accessory items or if there's another appliance you can look at as a courtesy.
- Miniscule time invested compared to the good will you'll generate, not to mention the potential additional revenue from any needed repairs.
- Don't miss the opportunity to bless your customer!



GLEEPS! For technicians!

The Seal!

- Complete the service experience by sealing the relationship!
- After diagnosing the second appliance or installing accessory item(s) (and you've repeated the Examination and Explanation), call your customer, by name, back to the front of the appliance.
- Go over what you did to the unit, and show them the defective part(s).
- Point out your written warranty, give the final price and collect payment. Point out your name on the service ticket.
- Thank her by name for her business!



GLEEPS! For CSR's

- Help's CSR's do three things:
 1. Encourage the customer!
 2. Pave the way for the technicians In-Home experience using very simple, time proven techniques!
 3. Take away all anxiety from the service scheduling process - Bless the customer!



GLEEPS! For CSR's

1. Greeting!
2. Listen!
3. Empathize!
4. Explanation!
5. Proposal!
6. Seal!



GLEEPS! For CSR's

The Greeting!

- You are the maker of First Impressions!
- Make it count!!
- Always use the company's formal phone greeting.
- State your name clearly at the beginning of the call and refer to the customer by name as often as possible.



GLEEPS! For CSR's

Listen Closely!

- Pay Attention!!!!
- Ask qualifying questions.
- Listen to what the customer says.
- Take notes.
- Good listening skills will help you in asking good questions.
- Get as much detailed information as possible.
- If in doubt at all, clarify all spelling, especially names, numbers and streets.



GLEEPS! For CSR's

Empathize with the customer!

- Identify with customer by recognizing the appliance problem for what it is ... a major inconvenience.
- Communicate your sincerity in wanting to help them resolve the problem as quickly as quickly.



GLEEPS! For CSR's

Explain the process!

- Explain every aspect of the service call experience to the customer:
- Quote the service charge.
- Identify method of payment
- Advise that the technician will call when he's on the way
- Explanation of problem and repair price will be given before any work is done
- Tell the customer about your guarantee on your work.



GLEEPS! For CSR's

The Proposal!

- After providing the full explanation of your process, ask if there is anything else that you can be of help with, including:
- Having other appliances looked at for a discounted price,
- Seasonal cleaning such as condenser cleaning
- Accessory items such as filters, hoses, venting, etc.



GLEEPS! For CSR's

The Seal!

- Repeat your name!
- Tell the customer to call you if any problems or questions.
- Thank your customer by name for calling.
- Make sure they know you are there to help them! Treat them the same way you would want to be treated!



THANK
YOU!

Dean Landers

Dlanders@landersappliance.com

410-682-3232 ext 101



Download Presentations at www.unitedservicers.com

