

Video Transcript

Customer Experience: Empower Employees with Decisions by Galen Emanuele, Shift Yes

Hello everyone, this is Galen, this is Culture Drop. Today, talking about a really important aspect of customer service and employees, and that is empowering employees to make decisions in the moment in order to make things right for customers.

This is such a simple topic but it's really important for a number of reasons. When it comes to customer satisfaction, empower employees and have people be more accountable. When it comes to customer service, so if you have employees that are front line facing they interact with customers and clients all the time so have conversations ahead of time where you empower them to make choices, to make things right, to like refund something, give them a free night, or a free meal or something within the scope of whatever your organization does and how they're dealing with clients. It's giving them the power to make something right so that if something comes up an issue or challenge or the customer has a question, allow them to just make a call in the moment and then deal with that afterwards. I think so many times employees are like handcuffed as like. "I have to ask my manager", "I have to do this", like give them a scope of like all these things totally appropriate so you can handle customer issues like immediately, right there. The impact on customers and clients is so great because you never want to feel like you're dealing with someone who's has to ask somebody else about this thing, especially if it's like something that feels really minor. It's like can you just do this thing for me? And a great customer experience can build a customer for life. Sometimes something goes wrong or there's an issue and they ask a question, like, "Yeah, no problem, we'll hand that for you" can make such a positive experience for that interaction with that customer and for your brand. Like the opposite is true, a terrible customer experience can lose a customer or a client for life based on something really very minor. So, do that, give people power. The way to navigate this appropriately is have conversations ahead of time. So, talk about different potential scenarios and things that can come up. Let your employees know this is the scope, this is how far you can go to make things right in terms of refunding something, etc. but like give them some runway to be able to make those choices and worst case scenario, they make a bad choice and maybe they give away too much. That's an opportunity for you to have a learning moment. You can sit down and talk about it, be like, "Why did you make that choice?" and like "Okay, cool, but that's probably too much in that scenario." Do this, it's an opportunity for them to learn and improve and grow. It's a teachable moment. If they make a mistake they're not going to like, you know, sink your entire company by what they do so give them a scope of what they can do and say if anything "If there is anything close to this scenario, you make a judgement call. I have your back." I think that's important as a leader. It's important to let your people know, "I've got your back." Tell them to just make the best call that feels

appropriate, use discretion, and if somebody makes the wrong choice it's an opportunity to learn but the focus is customer experience. You're making customers and clients happy and giving them a better experience. As well, your employees are building accountability and creating teachable moments. It's such an easy thing to do and when employees are empowered to do that they just feel more confident in their jobs. It can make such a huge difference.

I was San Diego at the Salton Star Ice Cream and I was there with a friend of mine and we were just like chatting with the person and trying different stuff. She was awesome. We were just having this really awesome interaction and she gave us our ice cream for free. She's like, "You guys are great" and I could just tell that the culture there was that employees are empowered. Yes, that like only ice cream and it's only a few dollars, but like that experience for me, as a customer was huge. That was years ago and I'm talking about it right now in this video. It doesn't really matter what kind of business you have, if you're dealing business to business or you're dealing with clients and customers in the public, it's like, empower your employees, at their level, to make appropriate choices, to make issues right, and like, deal with things for customers. Just let them make choices and decisions and have their back. So powerful for customer service and satisfaction. It's like be proactive about that, have those conversations with your employees and give them that runway.

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