

Constituent Service is Customer Service

ANGELA ANDREWS | NCSL



E

FUEL

F

CUSTOMER SERVICE WIN

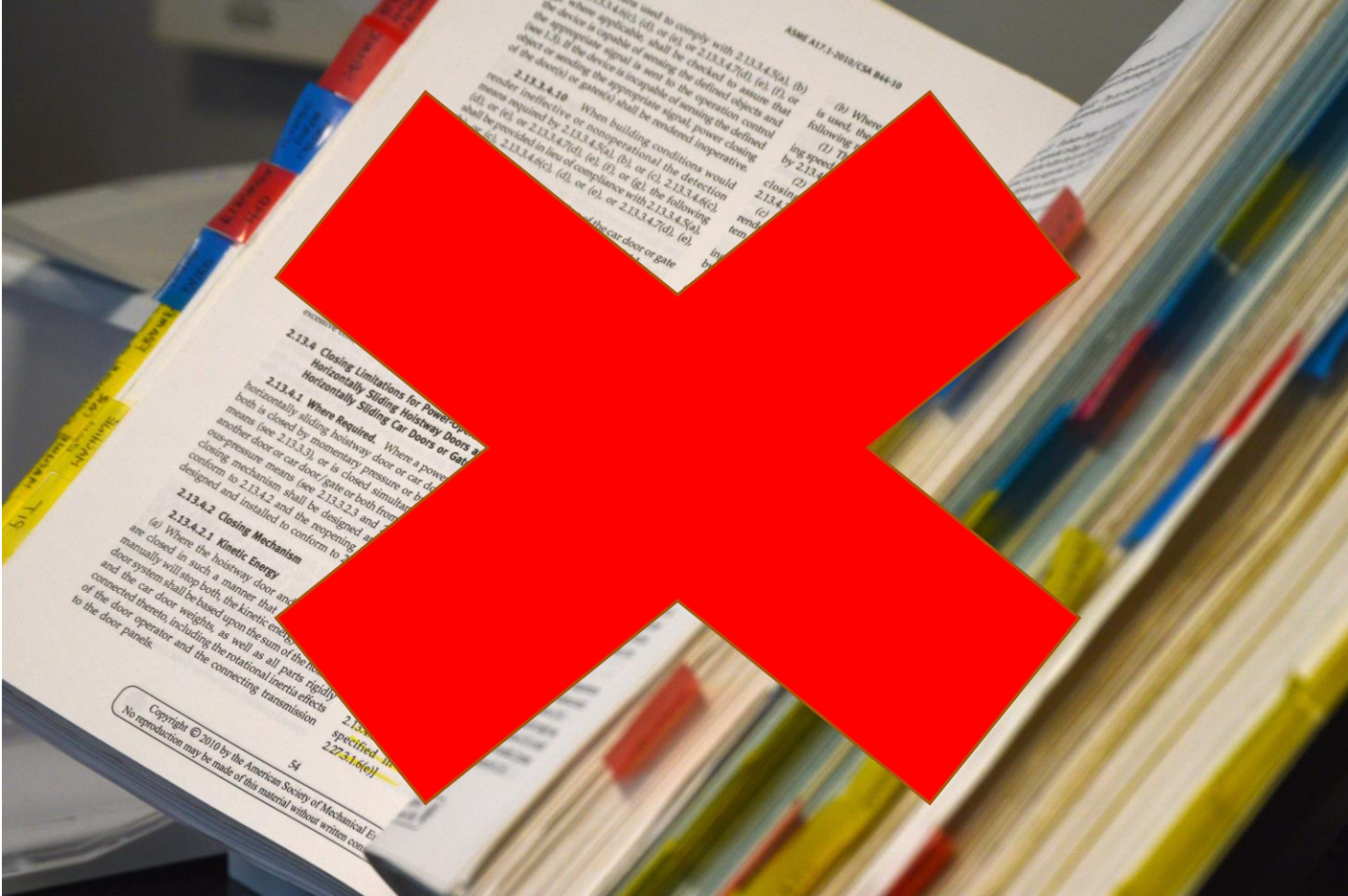


CUSTOMER SERVICE FAIL



Think of a recent customer service experience.

**Rate your experience
(0 = poor to 5 = excellent) and
briefly explain why.**





THE RITZ-CARLTON



NORDSTROM

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POWERED *by* SERVICE™

**How do you define
customer service?**

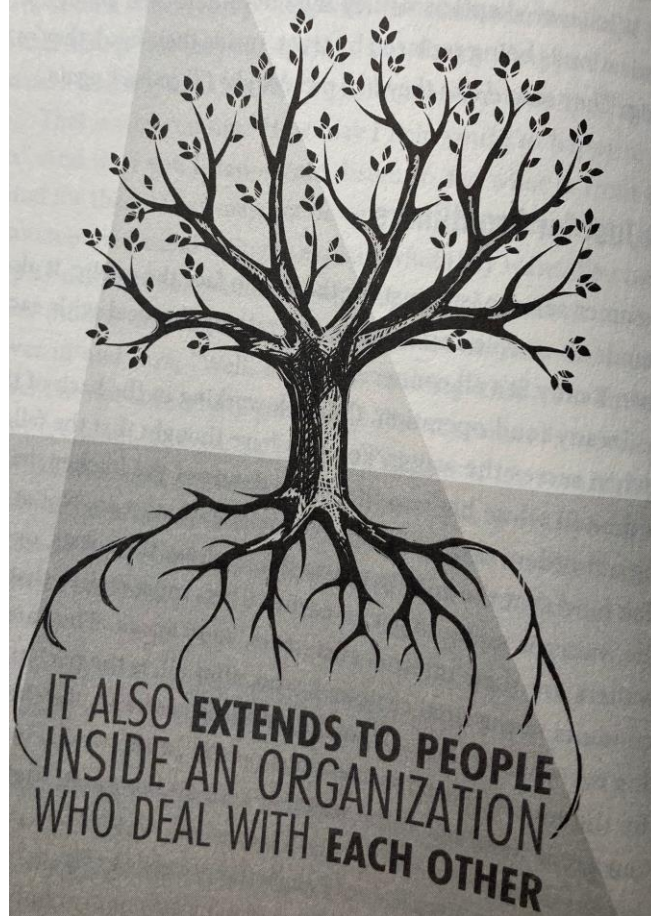
“...every customer, be it in a hotel or be it in a shoe store, want(s) to have **caring attention to themselves**. That has not changed. And, in fact, it will never change. **...Every customer wants to feel respected, honored, taken care of properly and advised properly, etc...**”

---Horst Schulze, former CEO, Ritz Carlton

“...every **constituent**, be it **a citizen or a stakeholder**, want(s) to have **caring attention to themselves**. That has not changed. And, in fact, it will never change. ...Every **constituent** **wants to feel respected, honored, taken care of properly and advised properly, etc...**”

**Who are your
customers?**

CUSTOMER SERVICE ISN'T JUST FOR
THOSE WHO **FACE** *THE* **PUBLIC**



IT ALSO **EXTENDS** TO PEOPLE
INSIDE AN ORGANIZATION
WHO DEAL WITH **EACH OTHER**



Acknowledge

**What assumptions do
you make when you're
not acknowledged?**

Ritz-Carlton Service Value

I am always responsive to the
expressed and *unexpressed* wishes and
needs of our guests.



THE RITZ-CARLTON



24-hour rule |



Observe the Nonverbal |



SAMOA
AIRWAYS

American

CopaAirlines

flydubai

CopaAirlines

Just Acknowledge = Can Defuse Customer

Acknowledge with Empathy = Airline “On Their Side”

Acknowledge Quickly = Customer Goodwill

How Customer Service Can Turn Angry Customers Into Loyal Ones, HBR, 2018

How much were airline customers willing to pay for a future ticket with an airline when their complaint was quickly acknowledged?





Understand



Customer Service for Anything

POWERED *by* ZAPPOS

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“In many conversations, people speak past one another. **Asking clarifying questions** can help uncover the real intent behind what is said. **These (questions) help us understand each other better and lead us toward relevant follow-up questions.**”

-Relearning the Art of Asking Questions, Harvard Business Review

Three Types of Clarifying Questions

Open Questions

- Allows constituent to explain the issue.
- *“How Can I Help You?”*

Probing Questions

- To get specifics or additional context.
- *“To help me further understand the issue, can you share an example?”*

Closed Questions

- For yes or no responses. Good to close the conversation.
- *“Is phone the best way to reach you?”*

The Funnel Effect

Open Questions

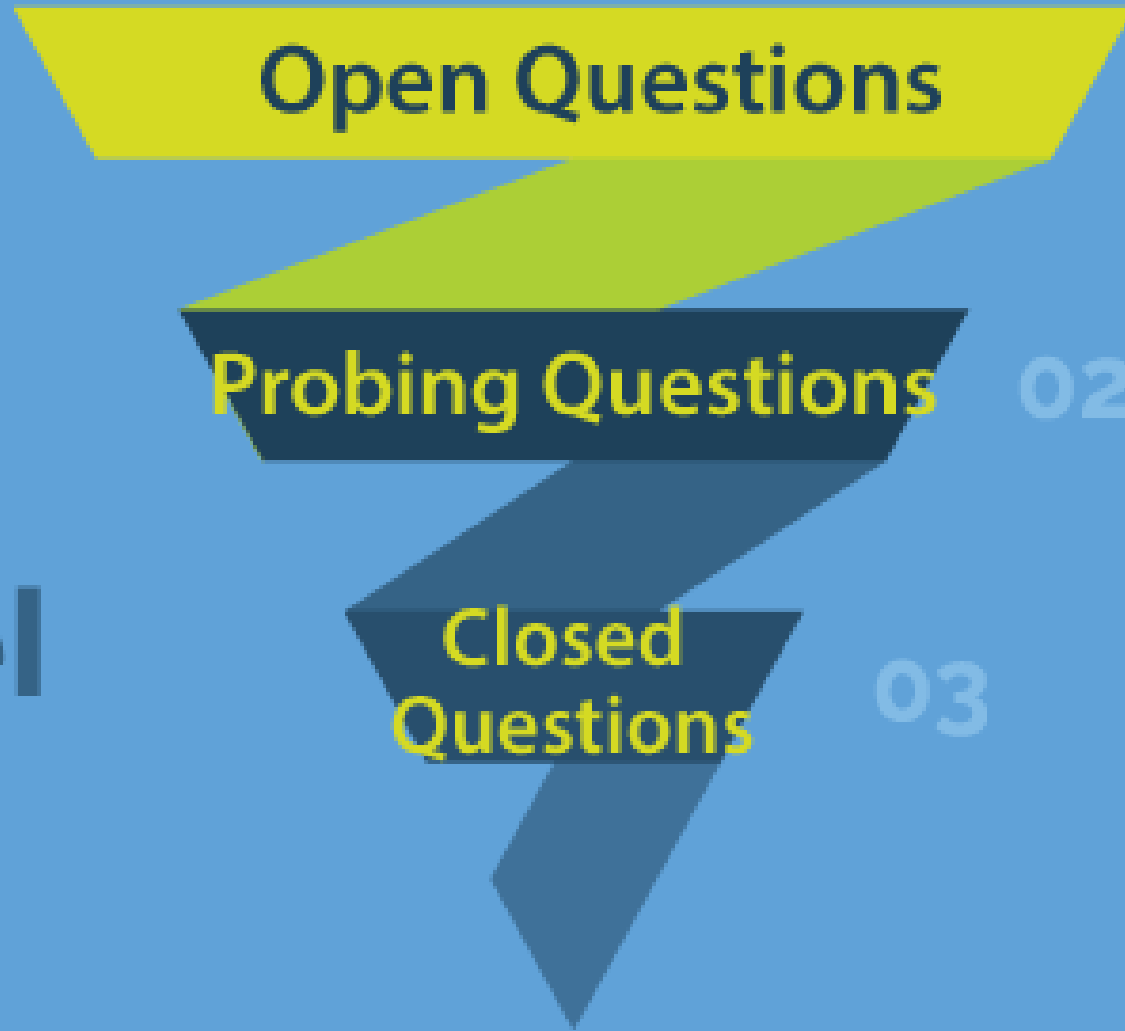
01

Probing Questions

02

Closed
Questions

03



**What *probing questions*
would you ask in order
to understand this
problem?**

I'm coming to the Capitol on Thursday for a committee meeting. My group said there's a gathering before the meeting and that I should call my rep about it.

How dare the state take away my child's benefits. They always do this and now they don't have any help! I called all of the agencies, and everyone says my child and their children don't qualify and that I have to submit all my paperwork to get their benefits back.



Own The
Problem



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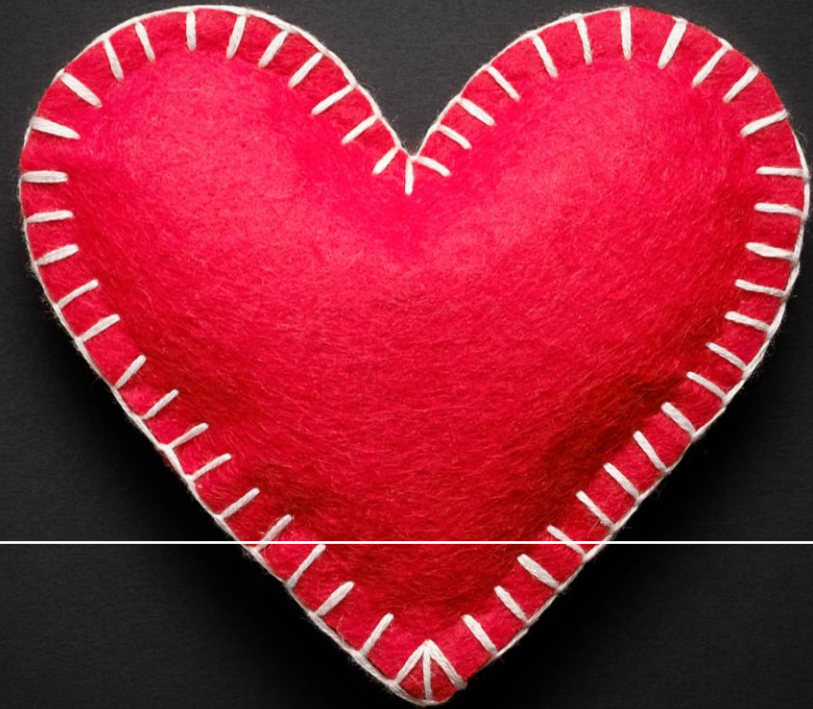
“We don’t have one person whose role it is to maintain the culture or manage service or our reputation. **We believe we are all responsible... Personal ownership by all of our people has led to our success and our company’s ability to persevere even through the toughest times.**”

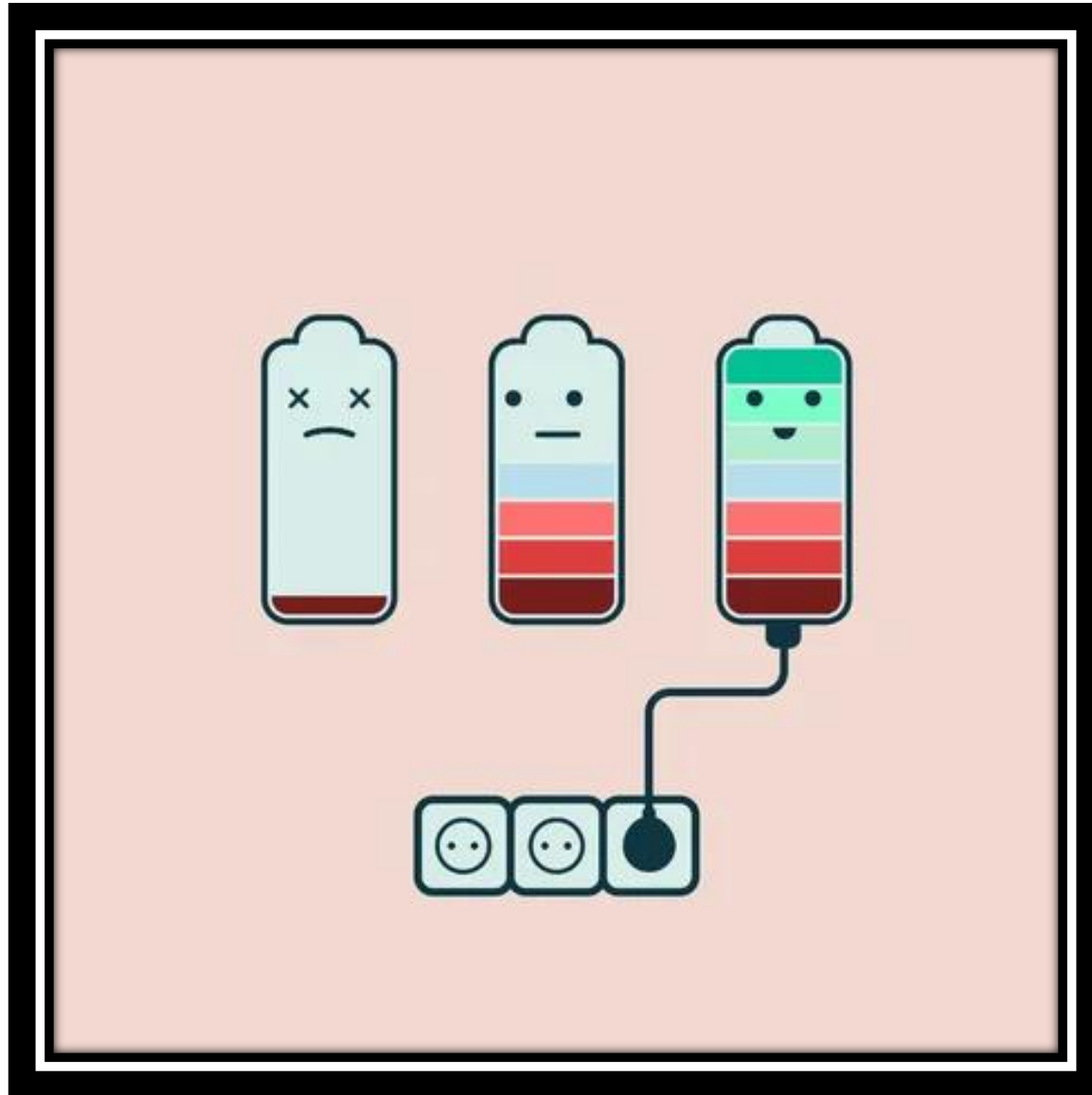
--Blake Nordstrom

**What stops you from
owning a constituent's
problem?**

**How can you reduce or
eliminate the obstacle?**

Self-Care





“I’m curious why you feel that way”

**“I’d prefer if we both tried to keep
a calm tone while we talked”**

“My understanding of what you’re saying is...”





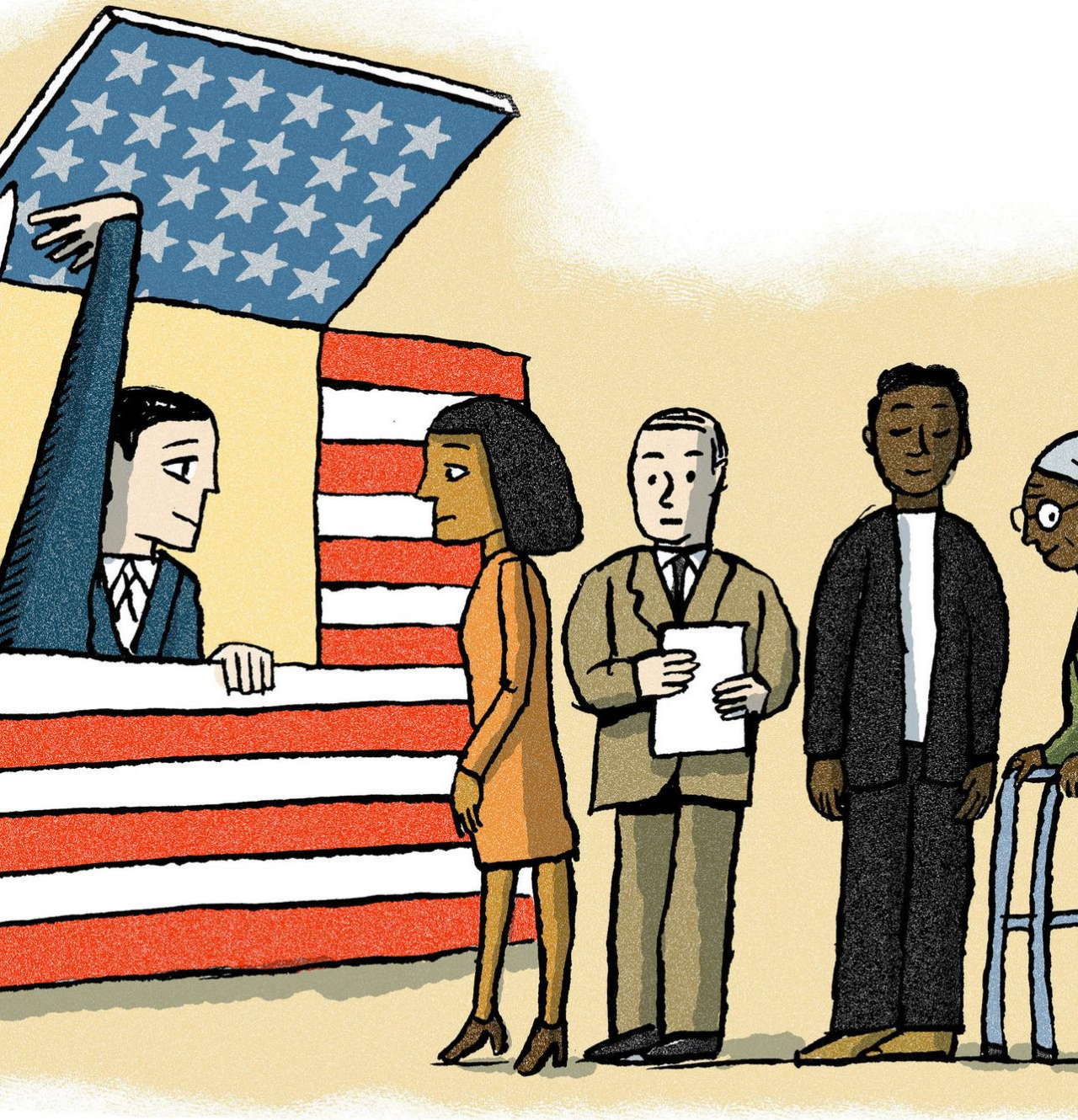
Acknowledge



Understand



Own the Problem



**Where can you
apply these
values in your
constituent
work?**

**“The only difference
between customer service
and constituent service is
the way you spell it.”**

*--Mike Cantwell, district director, U.S. House of
Representatives*
