Delivering World-Class Service

PRESENTED BY:

Dr. Bryan K. Williams, D.M.
Chief Service Officer
B.Williams Enterprise, LLC

www.bwenterprise.net
www.worklikeyouownit.com

Email: info@bwenterprise.net

240.401.6958

We exist to serve others so they may better serve the world.®
THE UNIVERSAL SERVICE RULES

The Universal Service Rules govern how we ultimately think of and provide service to others. They are:

The Golden Rule:

The Platinum Rule:

The Double Platinum Rule:

Use your assigned rule to respond:

Imagine some good friends whom you have not seen for a long time but would love to see. You just found out that they will be visiting you in a few weeks. What will you do to get ready for their visit?

While they are visiting, what are some things you would do if you want them to have a good time and come back?
SERVICE TOUCHPOINTS

What is a Touchpoint?

Touchpoint 1:

Deposit:

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Withdrawal:

Touchpoint 2:

Deposit:

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Withdrawal:
“Customer service is not a department, it’s an attitude.”
--Mac Anderson

Function Vs. Purpose…

What is the relevance of knowing the purpose?

Will it truly make a difference in how a function is performed?

Will knowing the purpose enable the function to be performed on a more consistent basis?

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<tr>
<th>Function</th>
<th>Purpose</th>
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SERVICE TOUCHPOINTS

Universal Service Steps

Step 1: Warm Welcome (Use their name!)
Step 2: Comply and Anticipate
Step 3: Offer Additional Assistance
Step 4: Gracious Goodbye (Use their name!)

Most service providers do not consistently perform all four steps.

Providing world-class service requires performing all four steps on a consistent basis.
## TouchPoint Table™

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<thead>
<tr>
<th>Touchpoint</th>
<th>Meet Expectations</th>
<th>Exceed Expectations</th>
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Bryan’s book is entitled…

*Engaging Service: 22 Ways to Become a Service Superstar*

Order exclusively at [www.bwenterprise.net](http://www.bwenterprise.net)