

Getting to YES!



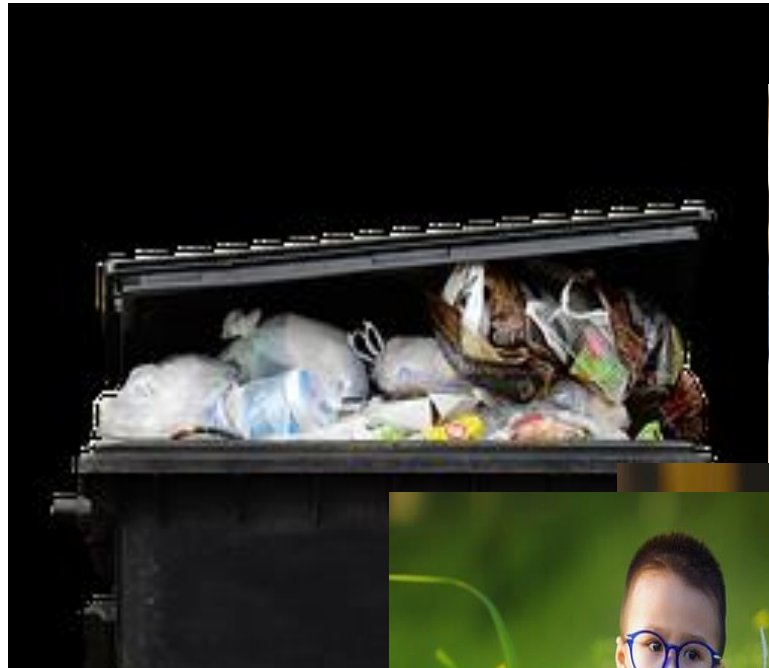
Hollie Jensen
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Results WA, Office of Governor Jay Inslee



Lean In WA
is...

Change for the
better!

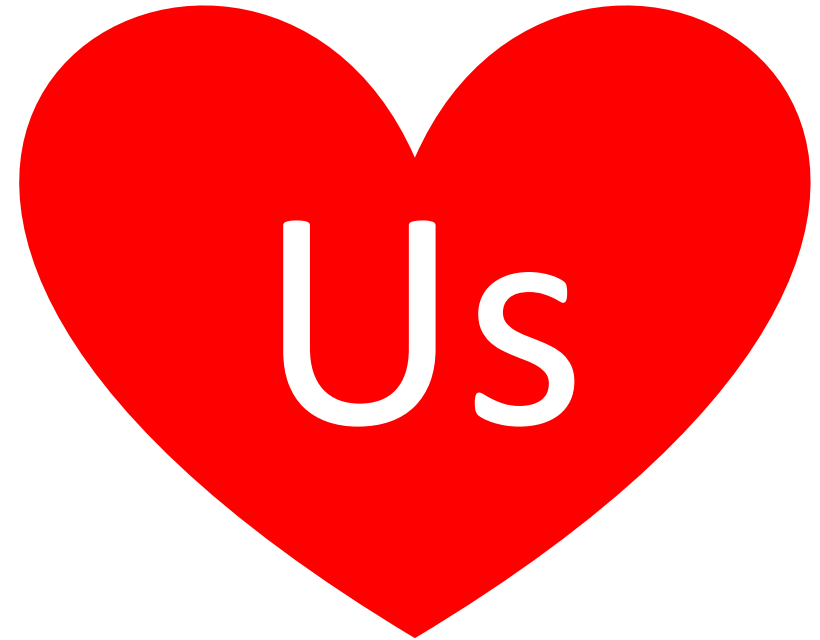
Less Waste



Always
improving



The Human
experience
matters



Lean in
Washington

Change for the better!

Less waste

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The human experience matters

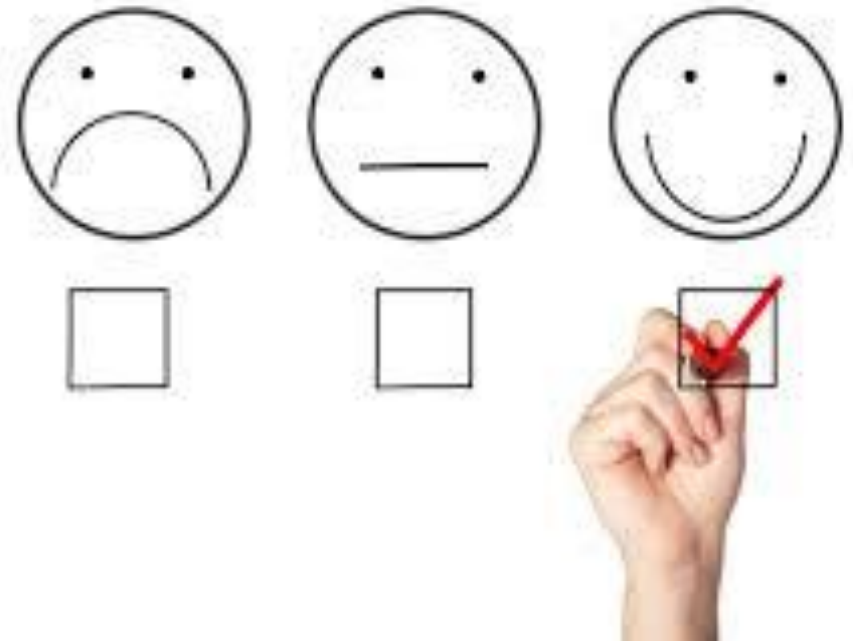
YES!

Getting to **YES** means providing a satisfying and pleasant experience from the customer's (the human) perspective.



It's a HUMAN
experience

Customer service is one part of the customer experience.



It's what we do each time the customer is engaging with us that creates this relationship and the experience.

The Sub Story



KEY POINT

Getting to yes doesn't always mean doing what the customer wants – that often isn't possible...however each situation can be handled so that the customer still has a pleasant experience.

Why does this matter? We don't have competition, we aren't trying to grow a business...so why should we get better?



Think of one of your worst customer service experiences...what are some of the things that happened? What would have made you more satisfied or pleased? Share with your neighbor.

Scenario practice

You are a frontline employee working directly with the public. Read the scenarios and discuss with your neighbor what you would do to get to YES.

Customer Service Scenarios Getting to YES!



Scenario
#1

In a licensing office, the customer asks if they can show you their paperwork on their phone instead of having a hard copy. You know that is against agency policy – how do you get to yes? After you have helped the customer, what could you do with this experience?

Customer Service Scenarios Getting to YES!



Scenario
#2

At a local park, the customer asks if they can park 2 more vehicles than are allowed. You know that is against agency policy – how do you get to yes? After you have helped the customer, what could you do with this experience?

Customer Service Scenarios Getting to YES!



Scenario
#3

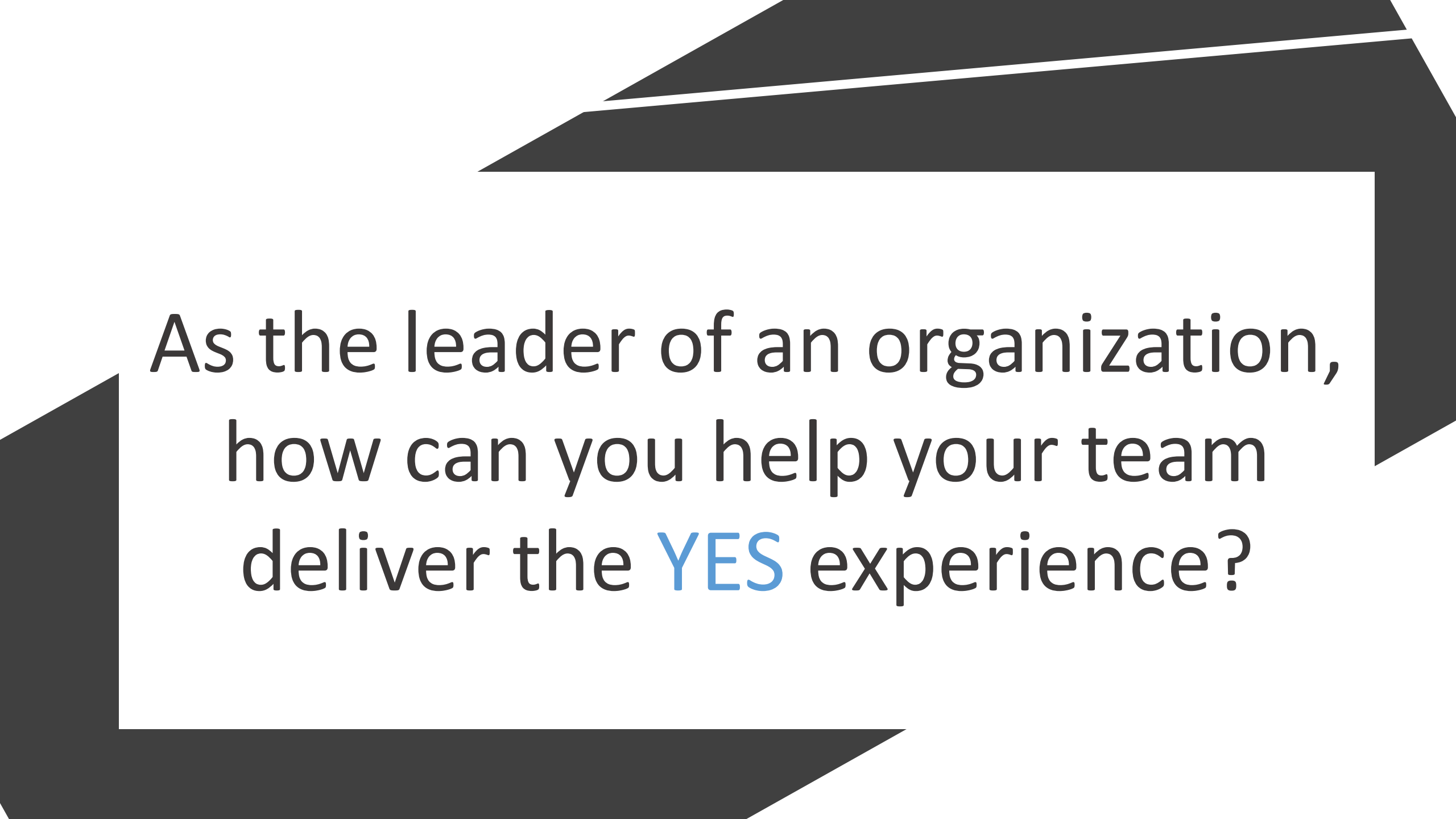
In a local field office— a customer is applying for unemployment, they are in a situation that doesn't allow them to get a pay out. You know the policy will not allow payment, how do you get to yes? After you have helped the customer, what could you do with this experience?

Customer Service Scenarios Getting to YES!



Scenario
#4

You are working to regulate a company that has a recent violation and fine, the company asks you for a warning since the rules are confusing to them—you know the policy will not allow for a warning, how do you get to yes? After you have helped the customer, what could you do with this experience?



As the leader of an organization,
how can you help your team
deliver the **YES** experience?

Advice for leaders

- Build trust on your team
- Provide recognition for great experiences delivered
- Provide learning opportunities
- Create a supportive environment
- Make doing the right thing for our customers easy
- Don't use policies or laws to excuse poor customer experiences

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The human experience matters

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THANK YOU!


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Appendix



Lean in Washington

Customer Service Experiences — getting to yes!

Scenario 1: In a licensing office, the customer asks if they can show you their paperwork on their phone instead of having a hard copy. You know that is against agency policy — how do you get to yes? After you have helped the customer, what could you do with this experience?

Scenario 2: At a local park, the customer asks if they can park 2 more vehicles than are allowed. You know that is against agency policy — how do you get to yes? After you have helped the customer, what could you do with this experience?

Scenario 3: In a local field office— a customer is applying for unemployment, they are in a situation that will not allow them to get a pay out. You know the policy will not allow payment, how do you get to yes? After you have helped the customer, what could you do with this experience?

Scenario 4: You are working to regulate a company that has a recent violation and fine, the company asks you for a warning since the rules are confusing to them—you know the policy will not allow for a warning, how do you get to yes? After you have helped the customer, what could you do with this experience?

Getting to yes doesn't always mean doing what the customer wants — that often isn't possible...however each situation can be handled so that the customer still has a pleasant experience 😊.

Thanks to the following great companies for providing statistics

Brandhouse customer experience survey 2014

TAMP – Technical Assistance Measurement Program 2013

Salesforce – Customer Service stats

Salesforce – Bad Customer Service

Econsultancy – Online shoppers need support to complete a purchase

Socialmediatoday.com

Ecosconsultant.com

holykaw.alltop.com – A customer saved is a penny earned