

SALES & SERVICES ASSOCIATE ACADEMY

Module 3: Experiences



Objectives

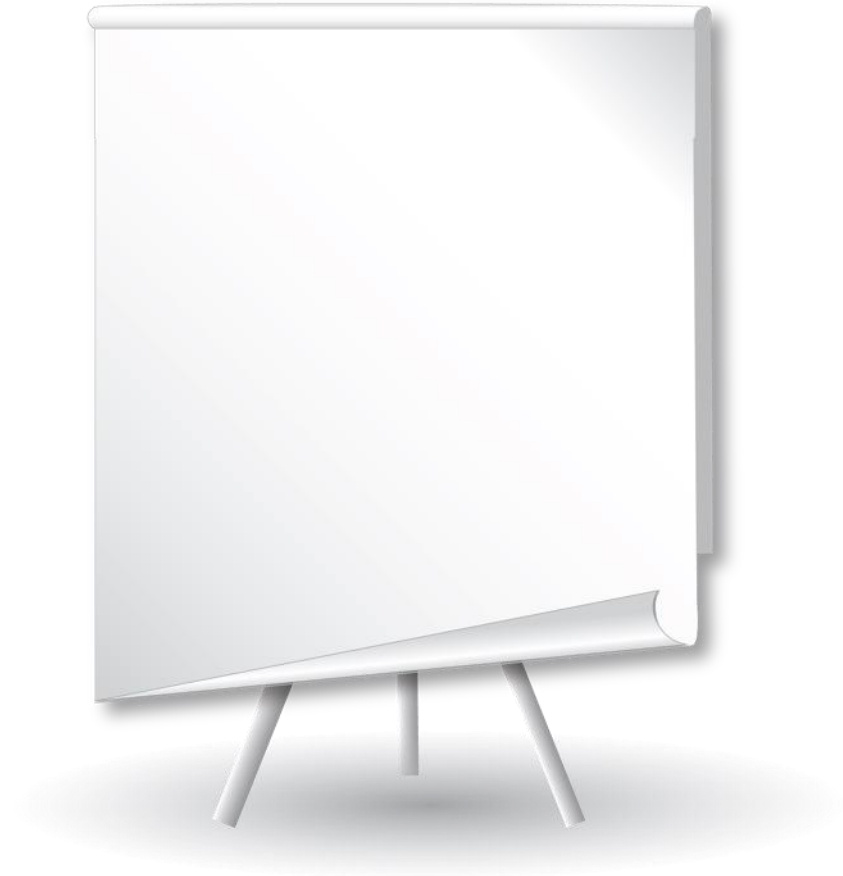
- Describe the effect of the customer experience on a company's brand.
- Define customer perceptions and how to affect them.
- Relate how to deliver the brand.
- Discuss how social media influences customer perceptions.
- Develop #PostalProud behaviors in the Six Retail Moments that Matter.

Share your customer service experiences.

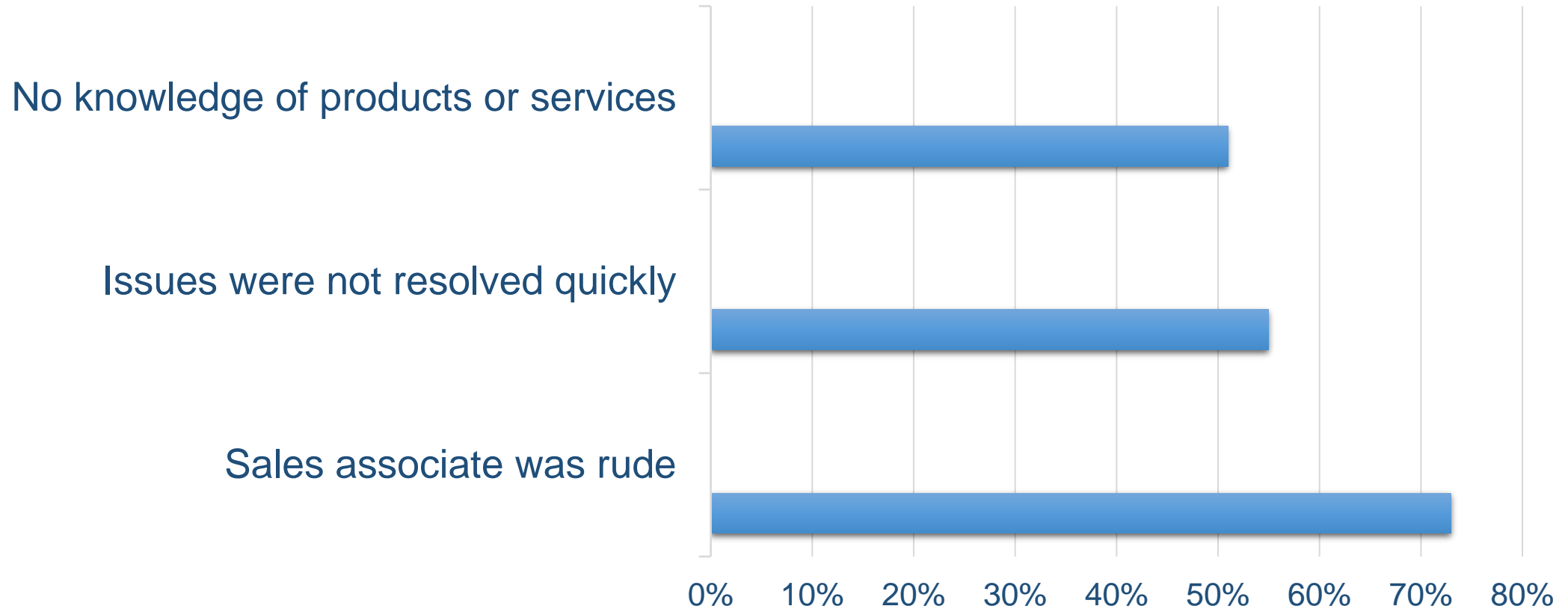


What Do You Expect?

What world-class customer service behaviors would you expect as a customer?



Why Customers Leave

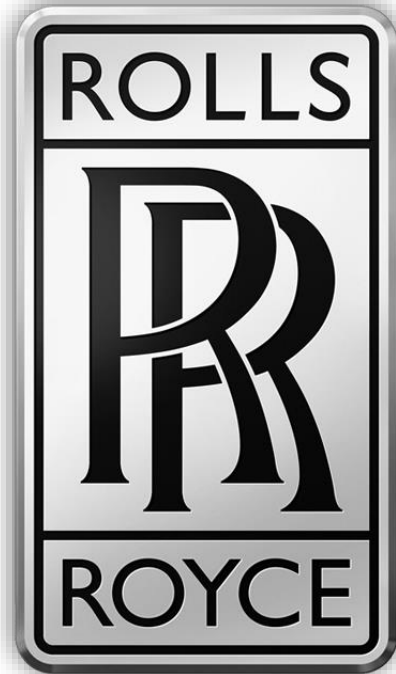


USPS® is a Brand

Brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.



What do these brands represent?



Customer Perceptions

There's a saying that goes like this:

It's not what you say, but what is heard.

It's not what you show, but what is seen.

It's not what you mean, but what is understood.

PERCEPTION IS REALITY.



Customer Perception Factors

- Appearance.
- Interaction.
- Lobby.



Social Media and the Brand

Social Media changed how societies communicate.



Immediate feedback

Traditional/Word of Mouth Situation



Social Media Situation



5 Minutes later

Traditional/Word of Mouth Situation 5 minutes later



Social Media Situation 5 minutes later



Social Media Feedback



It seems wired to review a post office. But I've been to many post offices and this one is absolutely the best. All the staff are patient and happy to assist you. It would be perfect if this place had a self-service kiosk. Well, you cannot ask for everything.

Was this review ...?



Useful



Funny



Cool



Terrible customer service. The unfriendly lady staff greets you with this "What do you want?" attitude. Even though this is the closest post office from where I live, I resist it. Especially if you ask for something that involves a little more labor on their part such as sending a package overseas, this place is a big no-no. Bad attitude, extremely slow and worst of all, incompetent!

Was this review ...?



Useful 4



Funny



Cool 1

92% trust recommendations from friends and family more than advertising.

Customers are twice as likely to share a negative experience.

Six Retail Moments that Matter

1. Deliver Your First Impression.

2. Act with Courtesy and Urgency.

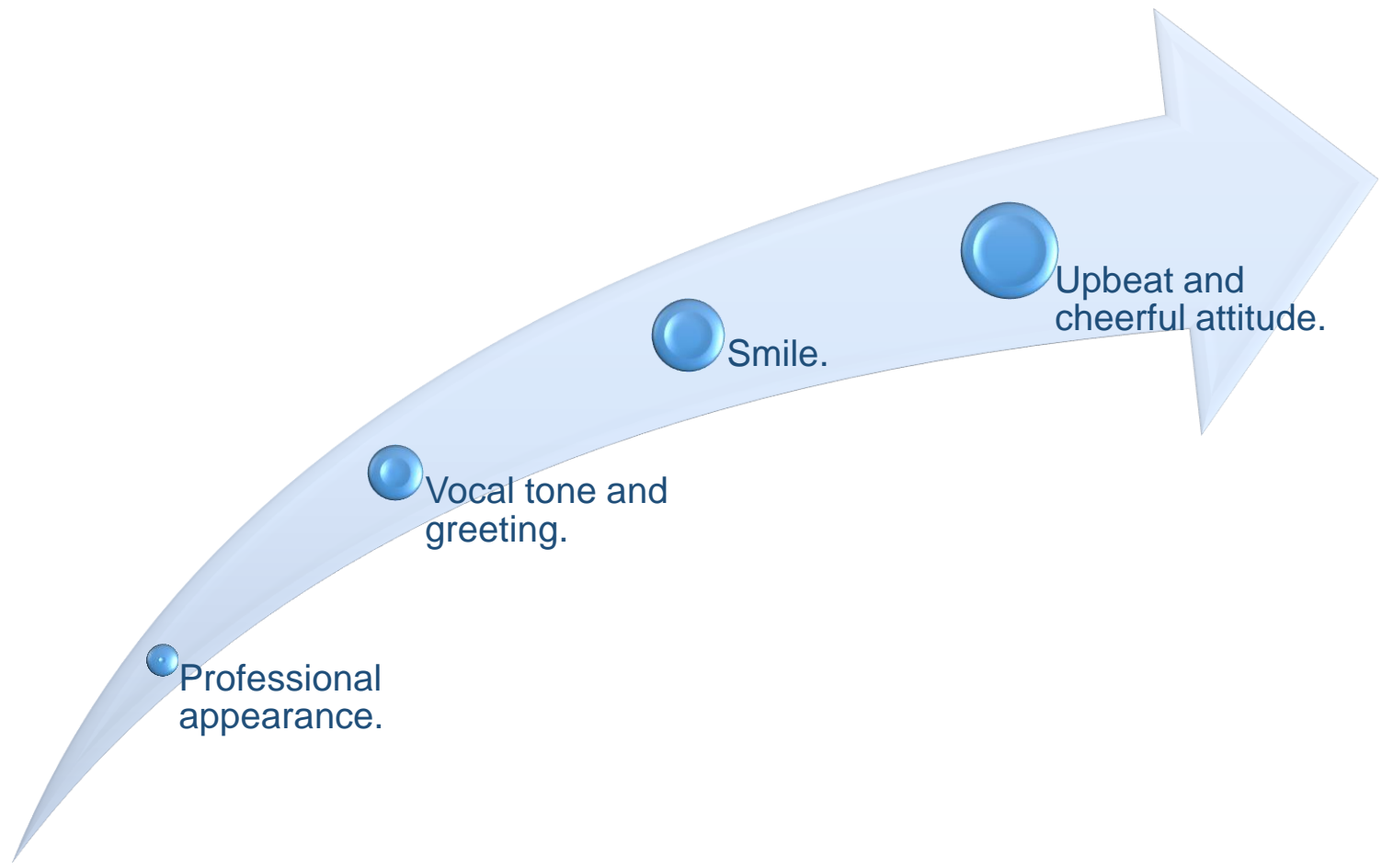
3. Keeping it Clean and Pristine.

4. Delivering the Pride Inside.

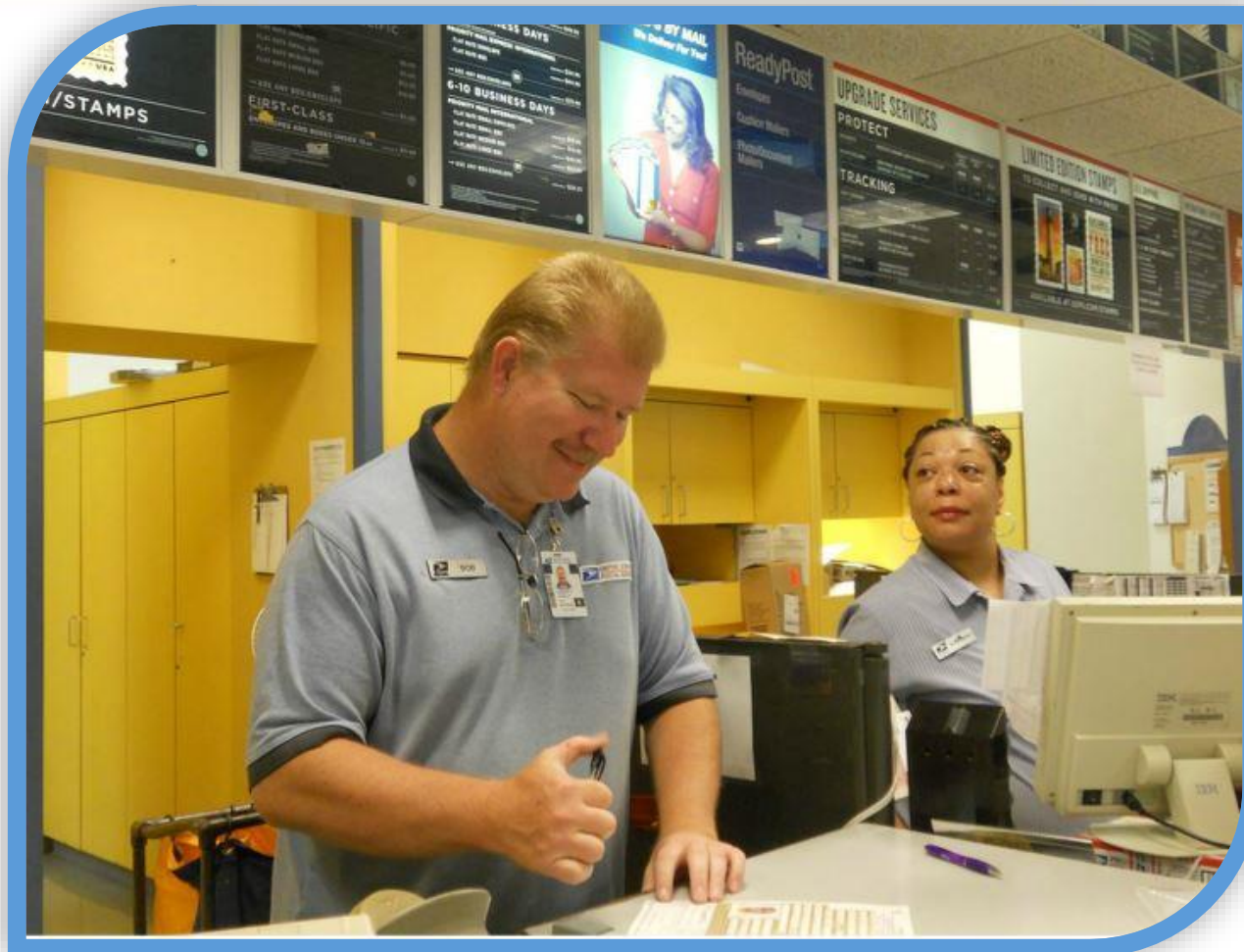
5. It's Game Time.

6. Solutions Are Your Specialty.

1 Deliver Your First Impression



1 Deliver Your First Impression



2 Act with Courtesy and Urgency

Recognize your customer's time is valuable.



3 Keeping it Clean and Pristine

- Clean and pristine workspace and lobby demonstrates pride.
- Create a seamless experience.



Compare Images



4 Delivering the Pride Inside

- You have a choice about how you affect customers' perceptions.
- You have the power to impact our customers' day in a positive way.

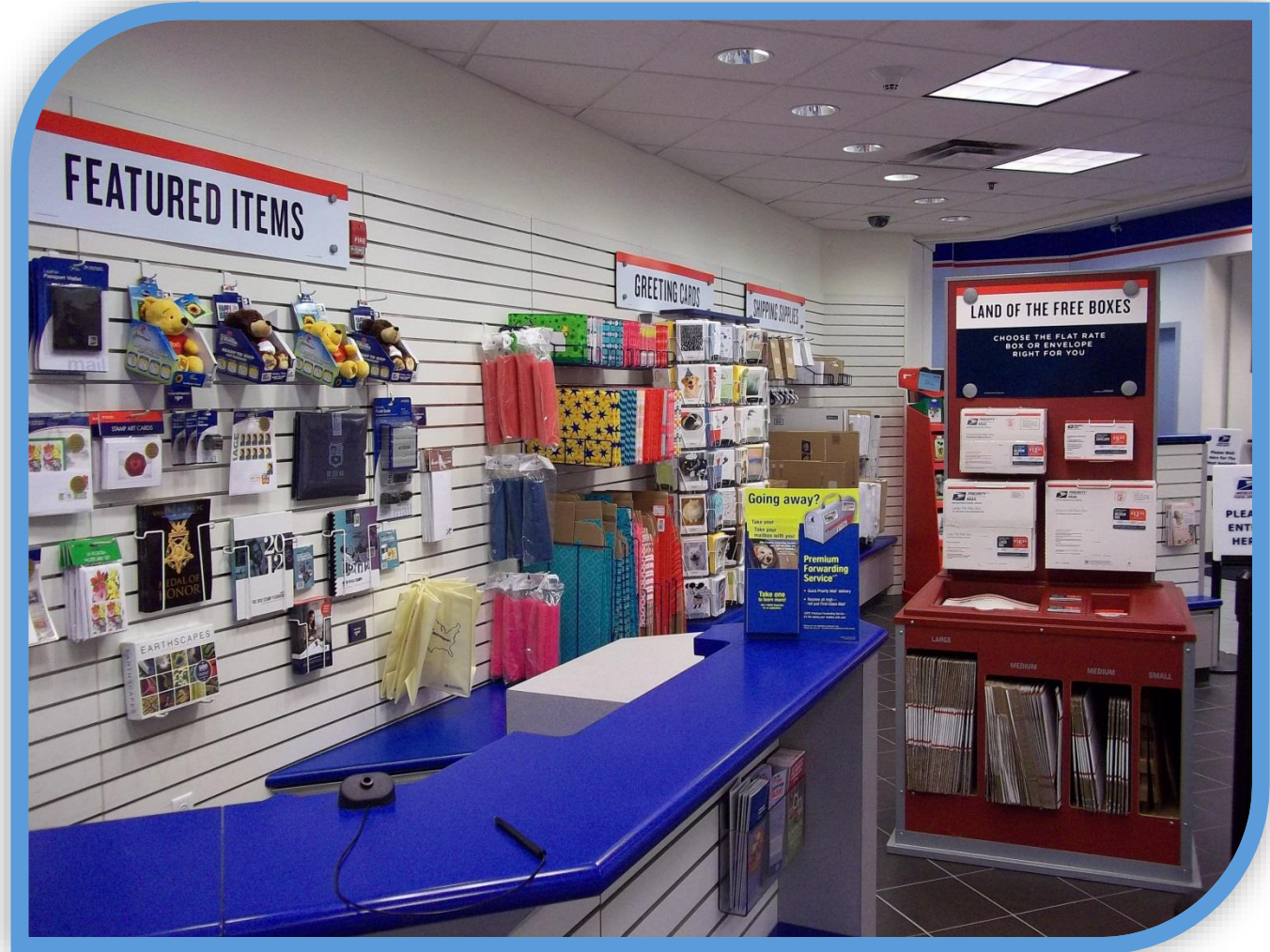


5 It's Game Time

Provide each customer at your window with world-class customer service.



6 Solutions are Your Specialty



Summary

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