

RECOMMENDATIONS FOR THE DEVELOPMENT OF SERVICE STANDARDS

Today, the ball is ruled by creativity, going beyond and lack of standards. But one cannot talk about a culture of first-class service without applying service standards. It is they who, by determining the level of customer expectations, and by ensuring the uniformity of everyday manipulations, help to better convey the values of your company, develop a culture of service and generally grow.

It is service standards that set the course for outstanding service.

In a professional environment, most often service standards are written from the position of "an employee must". But in reality, no one owes anything to anyone, and such standards are not only simply lifeless, they also do not work.

Any standards are written for your team, and then for customer service.

Recommendations for implementing live service standards:

- Determine the time parameters: delivery of the order within two days, response to the call within 20 seconds;
- Determine the accuracy: the delivered goods are fully consistent with the order;
- Determine relevance: the guest received exhaustive answers to all questions;
- Ask employees for their opinion: discuss what works and what doesn't work in regular meetings to avoid setting standards that are unrealistic to meet;
- Focus on customer needs: conduct research and customer surveys;
- Analyze guest comments to develop new standards: find out which standards should become basic, and which are recommended;
- Analyze client comments and cases where clients have left. Think why so happened?
- Evaluate experience in other companies from the perspective of a client, analyze processes and communication in order to better see your strengths and weaknesses;
- Constantly review and discuss standards to identify growth points and improve levels no service.

To get started, develop or refine standards that focus on key aspects of your business:

- Communication standards:
- Introduce yourself to the client;
- Use of the client's name.
- Procedural standards: • Reply to the letter within a certain time
- Internal standards: • Attention to the team and concern for colleagues; • Help and relationships within the team.

No matter how thoughtful service standards are, they will only work when your employees share the values of the business and are ready to demonstrate them in their daily activities, following the highest standards.

If you want to develop working living service standards that will help you and your colleagues provide excellent service, write to Aneta Korobkina at aneta@ka.world



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