

WORK ETHIC – LESSON 8

“Who cares?”

The Art of Customer Service Work Ethic

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INTRODUCTION: In this work ethic discussion, we will take a look at the issue of customer service in the workplace. I’m sure we all have stories of bad customer service on a variety of levels and hopefully some stories of outstanding customer service as well. Customer service can single handedly make or break your business. On the front end of customer service, we should do everything in our power to provide a great product with great service and try to EXCEED the customers’ expectations. On the back end, if things go wrong with the product or the service we have provided, we need to do everything in our power to “make things right” with our customers. Successful businesses are built off of these premises.

Don’t think for a minute that the customer service provided by a welding or machining business doesn’t really matter. If you think this, you couldn’t be any more wrong. And for you welders and machinists doing the skilled labor, don’t think for a minute that your role is anything less than huge. You are the one doing the skilled labor. The front office people shouldn’t have to deal with your poor quality work but they most certainly will when the phone rings with an unhappy customer on the other end. The responsibility of customer service is across the board, from the lowest employee to the highest. It is a mindset and a commitment to treating customers in the best manner possible! Wouldn’t you want to be treated this way? Of course you would. Please answer the following questions.

1. Describe a time in life when you received poor customer service. Give the gory details and explain how it was resolved and how it made you feel.
2. Would you go back to that businesses from question number 1? Why or why not?
3. Describe a time in life when you received excellent customer service from the get go. Give the details.
4. Describe a time in your life when the service you received or the product you purchased was bad or faulty in which the company “made it right”.
5. The food industry is unique in that tips and gratuities are “expected” for waiters and waitresses? How do you feel about this issue? Does it rub you the wrong way, does entitlement find its way into this? Give me your thoughts.

6. Have you ever had to “make things right” or “cover” for someone else’s mistakes in the work place? Describe that incident.
7. Is the “customer always right”? Please explain your thoughts.
8. Name a couple of Helena businesses from which you have had exceptional customer service. It’s time to honor these folks!
9. **Scenario:** As the owner of a welding/machining business, you are in the process of interviewing people for a welder/machinist position that you have open. You are filling a position that was vacated by a very talented and skilled worker who could handle the skills end of things but did not deal well with customers. Please write up an interview question/scenario that you will use in this round of interviews that will help make sure you are hiring someone who will have good customer service skills. (*Trust me, people tell you want to hear in many job interviews. The employee that was released said he had great customer service skills.*) Remember, you can’t afford to have this happen again.
10. What is the “danger” for a business who is the “only game in town” when it comes to customer service? Why is competition good for businesses and for customers?