

houston **food**bank  
**Customer Service Excellence**

TAYLOR PERFORMANCE GROUP



# Introduction

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Approximately 40 groups discussed:

## *How to Deliver Customer Service Excellence*

### **This presentation:**

- Common themes among the groups
- Fresh thinking



# Success looks like

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- Satisfied customers
- Service efficiency
- No lines
- Get what you want
- Accommodate special needs
- Ensuring customer's dignity
- Building a relationship with customers

God's will be done



# Barriers to Success

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- Money
- Hours
- Cultural differences – food preferences
- Food selection/options
- Customer comfort
- Customers arrive angry and frustrated
- So focused on process rather than the customer



# Barriers to Success

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## Volunteers

- Number
- Education
- Attitude
- Skills
- Clarity of roles and responsibilities



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# 1 barrier to customer excellence

Willingness to change



# Actions to Consider

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- Focus on volunteers
  - Training
  - Education
  - Retention
  - Right people at the right place
- Extended hours
- Facility efficiency
- Time management training
- Nutrition education
- Grant writer
- Networking
- Sharing best practices



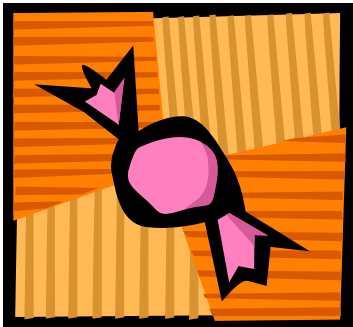
# Customer Actions

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- Make the customer feel comfortable
- Show respect
- Treated with dignity and caring
- Show lots of love
- Customer survey

Customer service is an attitude

# How the waiter gives candy substantially influences the tip



Average tip	15.1%
1 piece of candy	17.8
2 pieces of candy	21.6
2 <sup>nd</sup> piece given spontaneously	23%



# The 2 Best Customer Service Tools Cost You Next to Nothing

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## Next Step

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HFB has heard you.

Will process the learnings.

Get back to you on how to work on implementation.



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