

You called?

You call someone to do some minor home repairs...

Who will show up?

Are You
Delivering
Professional
Service?

Professionalism

“The **skill**, good **judgment**, and polite **behavior** that is expected from a person who is trained to do a job well” *Merriam-Webster, n.d.*



You Are The Company

The last person in your company to interact with the customer leaves the last and lasting impression.



First Impressions

From Wikipedia - a **first impression** is the event when one person first encounters another person and forms a mental image of that person.

It take us just 7 seconds to form our opinion

own it.

- 
- A photograph of a storefront window with a white sign listing 15 factors that influence first impressions. The sign is placed in the lower right portion of the window. The window reflects the street scene, including a person walking and some buildings. The sign lists the following items:
1. Website
 2. Social Media
 3. Reviews
 4. Telephone
 5. Flyers
 6. Showroom
 7. Salesperson
 8. Communication
 9. Site Inspection
 10. Delivery
 11. Rebates
 12. Installation
 13. CSR
 14. Service
 15. Followup

First Impressions

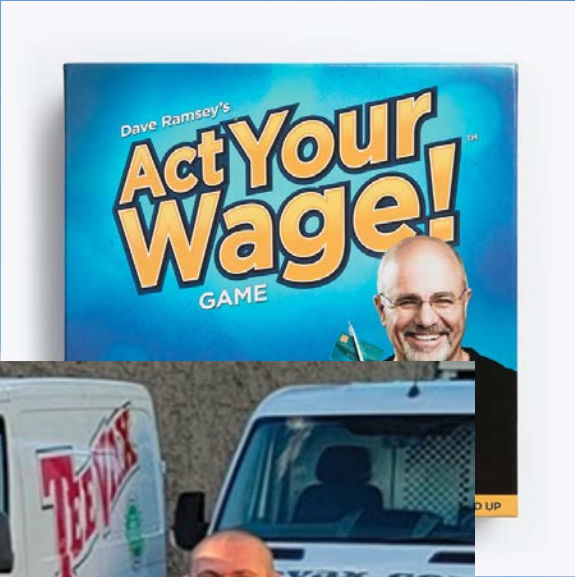
1. Appearance
2. Handshake
3. Hand location
4. Chewing Gum
5. Eye Contact
6. Playing with your hair
7. Conversation topics
8. Personal space
9. Distracting noises
10. Checking cell phone
11. Forgetting names
12. Being late



The Lasting Impression



own it.



own it.



The Smarter Way to Service Your Plumbing & Drains Needs

[CONTACT US](#) [647 933 6040](tel:6479336040)

Google Rating
4.7 ★★★★★
Based on 81 reviews

Request a Service Call

<input type="text" value="NAME"/>	<input type="text" value="POSTAL CODE"/>
<input type="text" value="EMAIL"/>	<input type="text" value="PHONE"/>
<input type="text" value="MESSAGE"/>	
SEND REQUEST	

Average Pricing for Home Repairs

Repair Job	Low End	National Average	High End
Repair Countertop	\$100	\$343	\$800
Repair Cabinets	\$50	\$304	\$900
Repair Appliances	\$50	\$170	\$350
Repair Water Heater	\$95	\$534	\$1395
Clear Clogged Drain	\$85	\$216	\$506
Clear Plugged Toilet	\$75	\$209	\$510
Repair Water Damage	\$450	\$2582	\$8000
Repair Electrical Panel	\$125	\$1106	\$3000
Repair Furnace	\$60	\$285	\$900
Repair Electrical Outlet	\$75	\$198	\$485
Repair Garage Door	\$75	\$225	\$577
Repair AC Unit	\$75	\$336	\$1100



- **At February 2021

Win the Moments of Truth

Jeff Toister:
Getting Service Right



The Quality of our Customer Service depends on whether we win these **Moments of Truth.**

own it.

Moments of Truth are Crossroads in the Customer's Experience

Customer
for Life

Right Way

Wrong Way

Unpleasant
Memory

Moments of Truth Examples

How are customers greeted (in-person, via phone, and online)?

Does the appliance work right the first time?

Can customers resolve problems with minimal effort?

What business are we in?

Appliance business

Service business

Solutions business

The Customer Business



own it.





**Customers expect good value
Are you giving it to them?**

Value – as a noun

the regard that something is held to deserve, the importance, worth, or usefulness of something

Value – as a verb

to estimate the monetary worth of something

own it.



Differentiated

The Progression of Value

Experience



As-a-Service



\$2 - \$5.00 Per Cup

Comfortable social setting, all senses are engaged
-all process removed
-electricity/water burden shifted
-convenience

Product



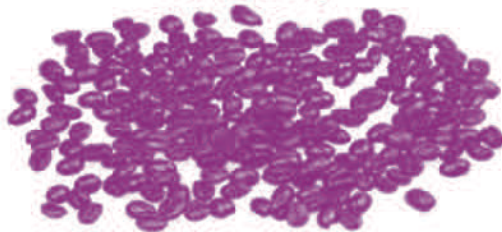
75¢ - \$1.50 Per Cup

Brewed & Served
-all process removed
-electricity/water burden shifted
-convenience

5¢ - 25¢ Per Cup

Roasted & Ground
-some process removed

Commodity



1¢ - 2¢ Per Cup

Beans

Undifferentiated

Economic Impact and Value



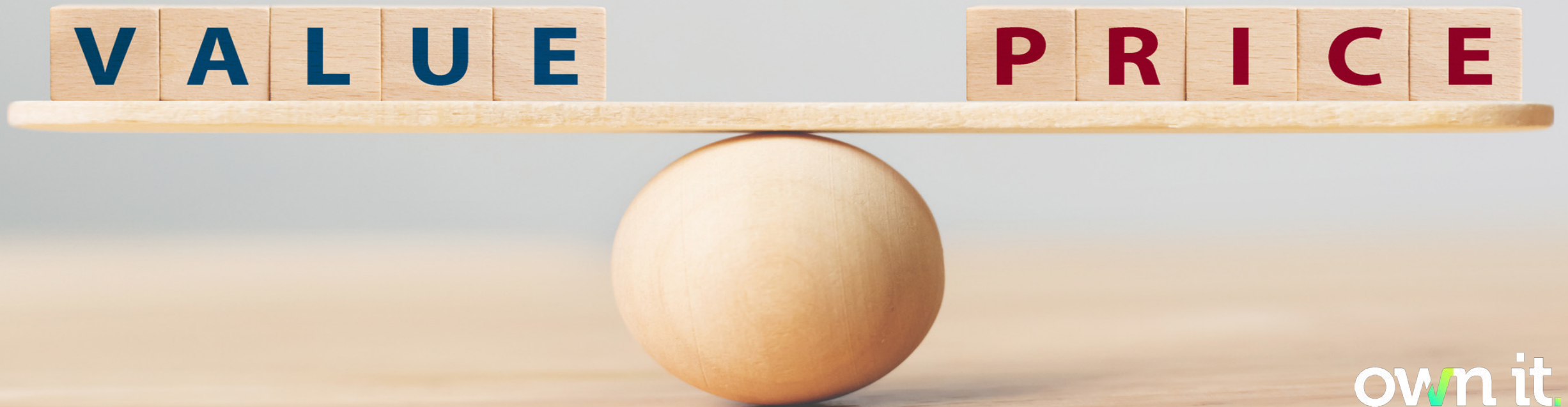
It's not about becoming so affordable that everybody can get some value out of you.

It's about creating so much value that the right customers are happy to pay you a fair price in exchange.

own it.


Instead of lowering prices, aim to constantly provide more value.

Value is Seldom Cheap
and
Cheap is Seldom Value



own it.

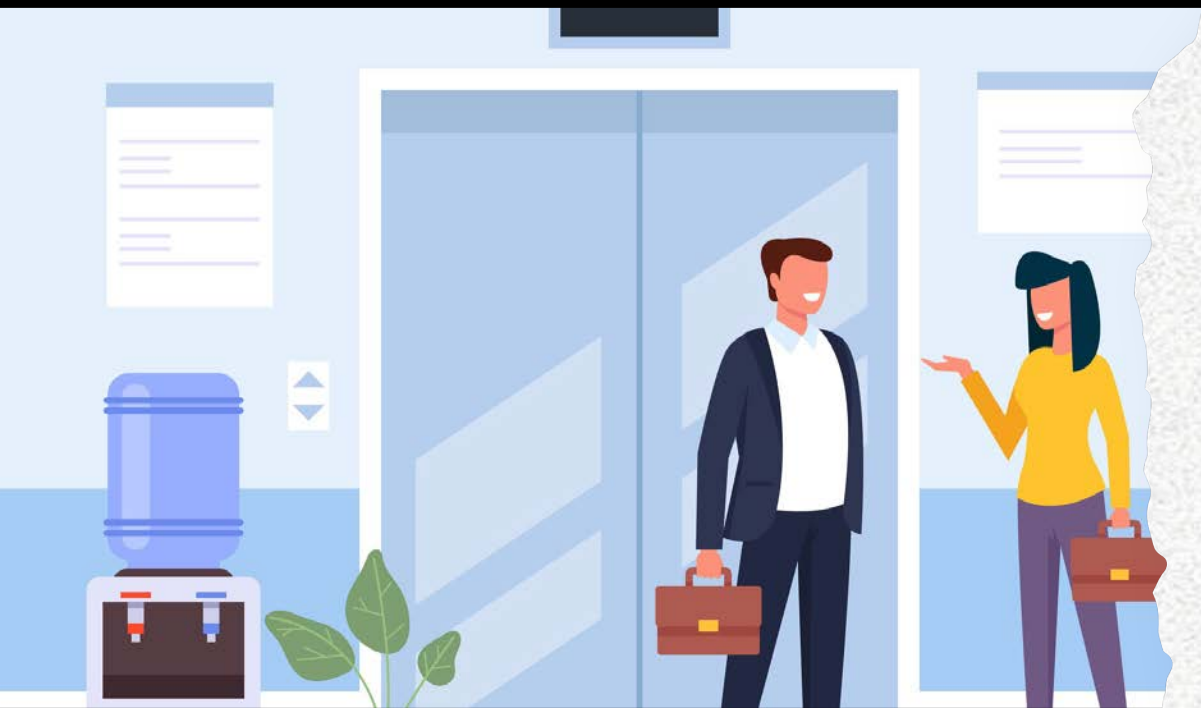
We must sever the personal belief that “good Value is Cheap”



WHAT'S
UNIQUE
ABOUT YOU?

Define your Value & Exploit it

- Make a list, revise it, team effort, elevator speech
- Exploit it!
 - **Your Website**
 - Social Media & Online Reviews
 - Delivery, Install & Service Trucks
 - CSRs on the Telephone
 - Showroom





SERVICE

**VALUE
PROPOSITION**

- Target service customers – their benefit
 - Cori Certified/Background checked
 - Factory Trained/Certified
 - Backed by XX years of the “family name”
 - Same day repairs
 - 5-year installed part warranty

own it.

Delivering Value Includes 4 “P”s



Professionalism

Honesty

Transparency

Reliability



Polite

Treat customers with
kindness

&

respect



Promptness

Show up on
time



Personal Touch

Treat
customers as
you would
family &
friends

Translation & Impact of Value

Value Added

- Stickiness we offer
- Be Honest, Transparent,
- Do what you say your going to do

If we focus on personalizing the customer experience it will:

- Create deep satisfaction
- Make evangelists
- Create real tangible value
- Results in repeat customers

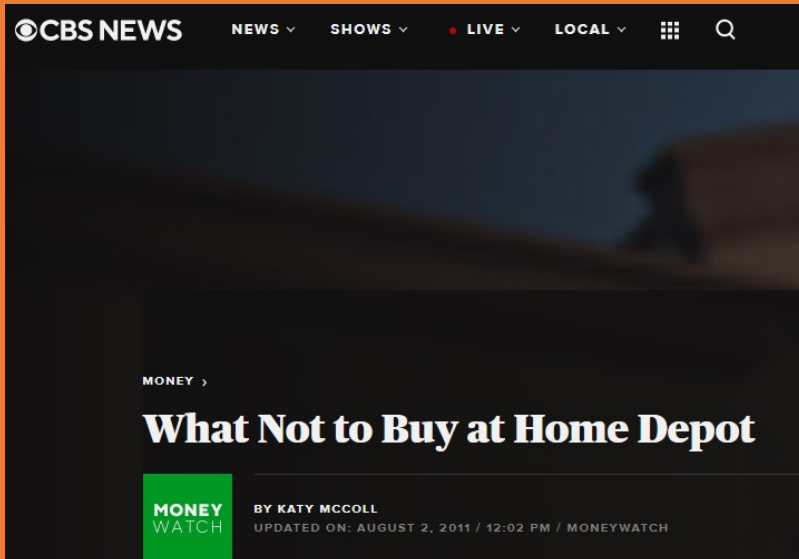
Box Stores & Nationals Can't Provide It

It's Unique to you and Your Employees



THE HOME DEPOT

own it.



YOURSOURCE
NEWS
The Voice of Independent Retail

Home Depot's Appliance Departments Dissed by CBS News

August 8, 2022 Alan Wolf appliance, industry



Report recommends local independents to shoppers

By Alan Wolf, YSN

A new two-part series on The Home Depot by CBS News advises consumers to avoid the home improvement chain when shopping for major appliances.

According to the account, headlined "What Not to Buy at Home Depot," the orange aprons can make shoppers see red when it comes to in-store advice and post-sale support. CBS cited Consumers Reports editor Robert Markovich, who pointed to the limited expertise of Home Depot's white-goods sales associates and the retailer's lack of a service function.

"If you care about service, you're going to want to go to ... the local independents," Markovich said, who service what they sell, provide personalized attention and can better explain the different products and their features.

In its most recent "Appliance Store Buying Guide," Consumer Reports ranked Home Depot 19th out of 22 appliance retailers, based on a 16,000-subscriber survey that considered pricing, selection, service and in-store atmosphere.

BrandSource member Spencer's TV & Appliance placed fourth in the rankings, just ahead of the independent dealer channel, while members Famous Tate, Albert Lee Appliance and Grand Appliance outflanked both Home Depot and Lowe's.

A separate report by Haven Direct also took Home Depot to task for its dropship return policy, which gives



Six Easy Points



Technician Training

Created & Presented By
Dean Landers



GLEEPS! Training

Instead of treating a customer like a job, GLEEPS! focuses on creating a relationship with customers



GREETING



CSR Supervisor Training

Created & Presented By
Dean Landers



G.L.E.E.P.S.!

1. The Greeting!
2. The Link!
3. The Examination!
4. The Explanation!
5. The Proposal!
6. The Seal!


Flat Rate Pricing

- Fair & Consistent pricing – no guessing
- Technician confidence in price
- Communicate professionalism
- Deters price shopping
- Insures profitability

MASPG - THE MAJOR APPLIANCE SERVICE NATIONAL PRICE GUIDE®

BB The ORIGINAL BLUE BOOK®
MAJOR APPLIANCE
JOB RATE GUIDE
A Service Company Solutions Product.

BB The Original Blue Book, Major Appliance Job Rate Guide



Dean Landers, Author

Item # BBD001

Endorsed by:

MSA
Marcone Servicers Association

NARDA
North American Retail Dealers Association

UNITED SERVICERS ASSOCIATION

own it.

The Appliance Blue Book

Predetermined price based on:

- parts, time,
- labor,
- equipment,
- unpredictable circumstances,
- overhead,
- liability,
- skill sets



Measure What You Manage

Tax

Demo Tax

Other Charges



North American Flat Rate Repair Guide

Prev. Job Rate Quotes

CURRENT: SV0012345



Lookup

Appliance Type Brand Part Number (Optional)

Job Description

Job Description	Part Number	Availability	Qty.	ANC	Actions
CONTROL BOARD - MAIN	W11035586	1 Avail in 3 Days	<input type="text" value="1"/>	KKAA35	

Labor Code

J13

Tech Options

Senior

Your Total Repair Cost is Only

\$460.81

Senior Discount - \$46.08

\$414.73

Need Another Appliance Serviced?

Ask About Our 2nd Appliance Discount

Keep Your Dishwasher Smelling Fresh!

info classiclight.ca <info@classiclight.ca>

to me ▾

Hi Paul,

Thanks for meeting with me last week to discuss your lighting project.

As per our conversation and your requests, the following is the lighting plan and budget to replace the existing lighting fixtures. We will use the existing wire where possible.

All fixtures to either be integrated LED(colour option)] or have 3000K drop-in LED bulbs.

The FX LED fixtures and drop-in fixtures both have a 10-year warranty and the Luxor controller is warranted for 10 years as well. Drop-in LED bulbs are covered for 2 years. All other materials and labour are covered for 1 year.

I've included spec sheets on the FX products that would be used, in the attachments.

9- **FX**, NP-ZDC-FB(flat black) accent lights; highlighting the trees discussed. These fixtures have the capability to produce up to 30 000 colours when used with the Luxor ZDC controller.

5- **FX**, DM-18R-FB, 18" riser, pathlights; 4 along the pathway in front of the garage and 1 by the front step and armour stone. These fixtures would have 'drop-in' 3 000K LED bulbs. These will NOT produce any colours through the L

1- **FX**, Luxor, 300watt, ZDC(zoning, dimming, colour) controller.

Budget price to supply and install 14 fixtures, ZDC controller, LED bulbs, wire and fasteners is **\$9 200. plus H.S.T.**

****Please note; this budget does not provide for extra time and material to locate and repair any wires that may have been damaged from the landscape re-construction.**

Please let me know if you have any questions with regard to the budget or of the job detail.

Thank you,

Byron Hobson

3 Attachments



Part Number *
341241

Please enter a part number above to search

Brand: All Brands | Branch: MAIN

Select Brand for Faster Search | Your Default

[Search My Accounts](#)
[Nationwide Search](#)

Descriptions: BELT DRIVE POLY V | DRYER DRUM BELT 92" 4 RIBS

Notes: DRYER DRUM BELT, 4 RIB, 3 GROOVE, 92" LONG MFG SUGGESTS MAINT KIT 4392065 (INCL 691366 PULLEY, 349241T ...)

Vendor Setup	Brand	Sug Retail	Specific	Location	S	T	Quantity
Marcone	WPL	\$1.54	-	MALDEN	1	↓	19
				ALBANY	2	↓	99
				VENDOR	9	↓	Out Of Stock
Reliable Parts	WPL	\$1.56	-	BATON ROUGE LA	2	↓	99
				HIGHLAND IN	9	↓	186
				INDIANAPOLIS IN	9	↓	69
				NORTH TAMPA FL	9	↓	165
				PHOENIX AZ	9	↓	58

[Show 5 more locations...](#)

Model Number

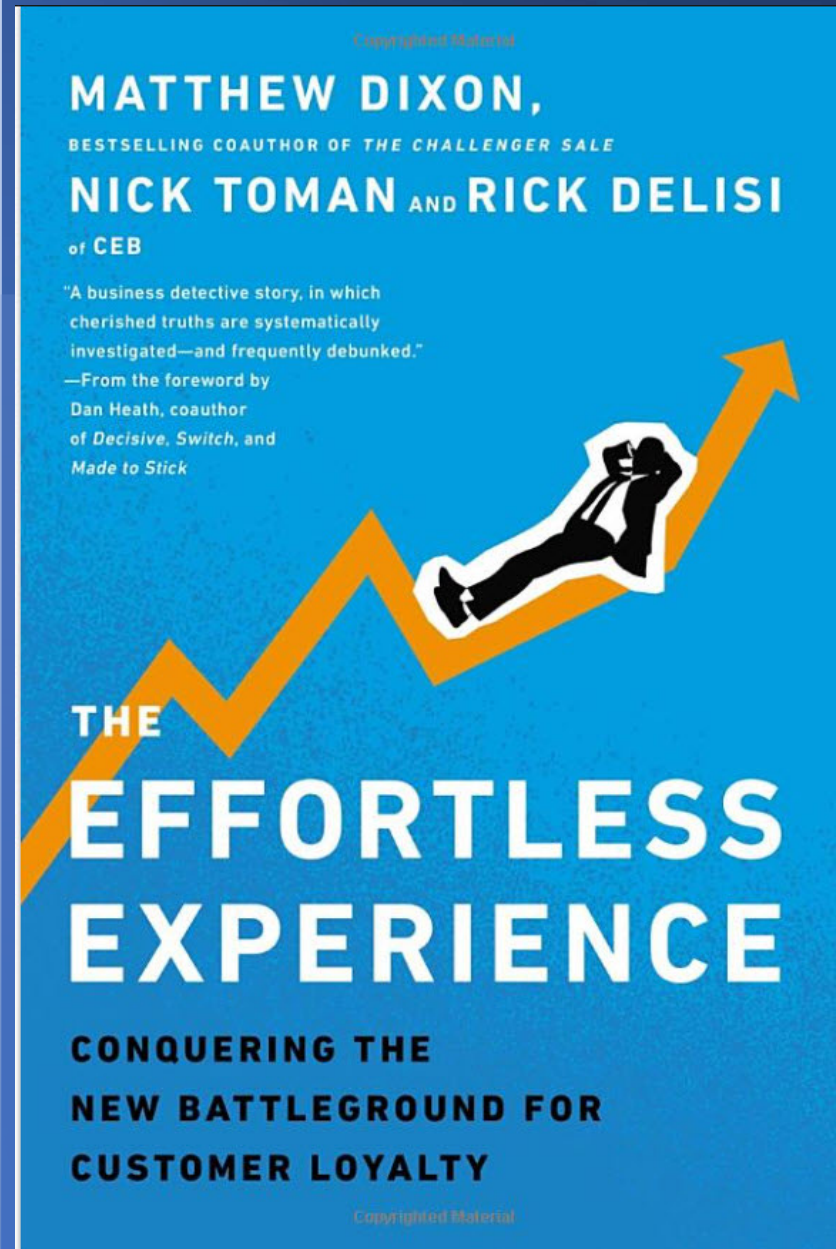
Please enter model number above to search

Search within my company data only

Exact Match (What is Service Complaint: ___)						Similar Match					
Part #	Qty	Qty %	Asc %	Description	Actions	Part #	Qty	Qty %	Asc %	Description	Actions
WPW10481144	209	15%	47%	PANEL, CONTROL (M043)		WPW10481144	442	12%	36%	PANEL, CONTROL (M043)	
W10813313	173	12%	47%	CONTROL BOARD		W10481144	440	11%	30%	CROWN ASSY	
WPW10455261	162	11%	7%	SUMP, PUMP MOTOR ASM (M025)		W10813313	335	13%	47%	CONTROL BOARD	
W10481144	154	11%	32%	CROWN ASSY		WPW10481151	286	26%	45%	PANEL-CNTL	
WPW10469574	102	7%	45%	VENT ASSEM. W/FAN (M041)		W10473197	279	9%	53%	BOARD, CONTROL	
WPW10531320	86	6%	14%	PUMP-DRAIN		WPW10546503	242	3%		ADJUSTER	
W10455261	81	6%		MOTOR ASSM		W10328226	241	9%	7%	PUMP&MOTOR	
W10531320	78	5%		DRAIN PUMP		WPW10455261	237	7%	5%	SUMP, PUMP MOTOR ASM (M025)	
W10866118	77	5%	53%	CONTROL BOARD, MAIN		WPW10469574	228	5%	31%	VENT ASSEM. W/FAN (M041)	
W10567073	73	5%	40%	CONTROL BOARD		W10195416V	211	2%		WHEEL & TRANSPORT ASSY	
View more results						View more results					

Survey of 125,000 customer service experiences

- 1. Delight doesn't pay**
- 2. Service drives disloyalty**
- 3. Mitigate disloyalty by reducing customer effort**



Irritants that drive disloyalty

- Repeat contact
- Chanel switching
- Transfers
- Repeating themselves
- Robotic services
- Policy & process
- Hassel factor

CUSTOMER LOYALTY

Defined by

- Rrepurchase
- Share of wallet/ increase spend
- Negative WOM

Effort	Low	High
	94%	4%
	88%	4%
	1%	81%

Customer

Effort Score

Customer Service KPIs

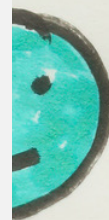
CES

CSAT

NPS

Response Time

Handle Time



Three Pillars to Low Effort

Channel stickiness

Less choice/options for help

Next Issue Avoidance

Anticipate needs/issues

- FAQs next to SRF
- Train staff

Experience Engineering

1/3 what they must do 2/3 how they feel

How do you know?

- Surveys
- Net Promoter Score
- Online reviews
- Social Media

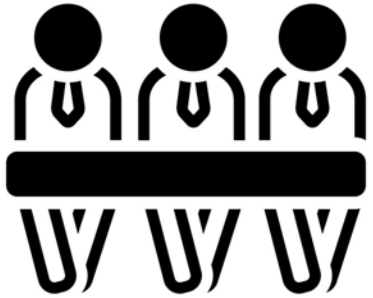


Call Recording



Listen to what your team & customers are saying

Your Panelists Today



SERVICE
SOURCE



TOWNHALL

1. What caused the shortage of repair parts, and when will it end?
2. Should warranty service be profitable for SSDs? Yes or no, why?
3. 1-800 tech support lines are essential but wait times are unacceptable. What is your company doing to improve this vital service?
4. SSDs are often not recognized as authorized by manufacturers' CS call centers. Would you consider a dedicated number for SSD to call for assistance on warranty calls?
5. Factory training too is essential. When will your company return to in-person, if not virtual technical training?
6. The warranty process in America is laborious and inefficient. Are you taking steps to improve it? Would your company consider a one-pay parts and labor reimbursement system?
7. Fist Call Completes are essential to customer satisfaction and service profits. Repair parts play a significant role in the repair cycle time. Having the proper inventory is a challenge for all. Would your company consider a repair parts program beneficial to all, such as the ability to exchange old parts stock for new?
8. What advice can you offer to help SSDs in their annual warranty rate negotiations?

Service Resources

1. Facebook groups
 - BrandSource Service Dealer
 - Appliance Alliance
 - Appliance Pro Talk
 - United Servicers Association
 - Professional Service Association
2. Chat USA - \$199/Yr.
3. Appliantology.org - \$297/Yr.
4. YourSourceNews.com & ServiceSource Newsletter
- 5. Brand Source Service Play Book**
- 6. Brand Source Service Scorecard**
7. The Expert Service Program
8. Appliance Service Training Institute ASTI & NASC
9. YouTube - Free
10. ApplianceVideo.com - \$39.99/Month





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www.expertserviceprogram.com

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