Customer Service

The following notes are a compilation of roundtable discussions that took place around the state in 2014. Participants serve and work in and with communities of populations fewer than 1500 to learn from each other through case studies, roundtables and discussion groups. These forums are about sharing ideas, learning and networking. Participants identified the following aspects of customer service.

Opportunities:
- Getting an outside perspective may help address issues that aren’t clear to you.
- Social media impacts customer’s perception of business.

Issues:
- Can vary from business to business.
- The stores that you frequent are good, but some have a “telemarketer” attitude.

Best Practices:
- Talk to the customer if you know them personally.
- Training as a part of the hiring process.
- Systemize Your Customer Service for both internal & external customers (i.e. locals and visitors)
- Be consistent and use metrics to measure its quality (i.e. “Secret Shopper,” First impression Program)
- Soft skills training needed in high school
- Attract people (owners and employees) to training
- Opportunity to brand your community
- Reputation management
- Create a community business directory “What to Do, Where to Go”
- Use customer surveys to discover ways to improve their experience.

Resources:
- Online classes
- Community colleges
- UW-Extension
- Business Mentoring
- Wisconsin Department of Tourism
- Main Street program