

Upping Your Customer Service Game

Speaker: Adam Lackner



Good customer service begins at the top. If your senior people don't get it, even the strongest links further down the line can become compromised.

— *Richard Branson* —

AZ QUOTES

Your Speaker: Adam Lackner

- 4 Years Marine Corps (Customer Service NOT good)
- 12 Years Co-Owner BrushBuck Wildlife Tours
- Destinations of tours: Yellowstone, Alaska, South Africa, Botswana, Zambia, Zimbabwe, Kenya, Tanzania.
- Helped grow BrushBuck from \$20,000 in revenue to \$2,000,000 in revenue.



Full Cycle of Customer Service

- Well presented advertisements, website, social media, and physical presence
- The importance of answering phones and emails
- Easy booking systems
- Well provided service- absolute key to success
- Follow ups to customers after they've gone with you

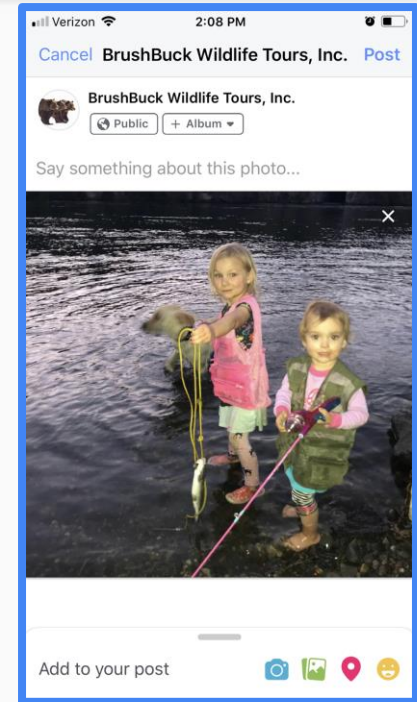
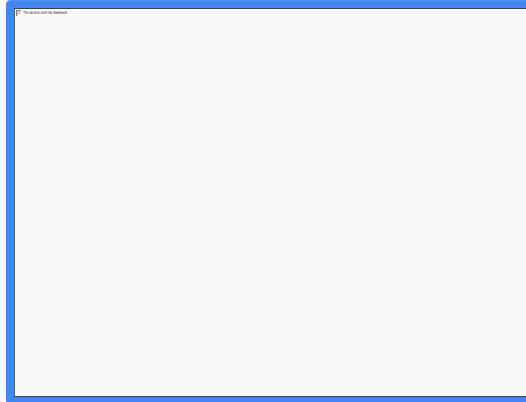
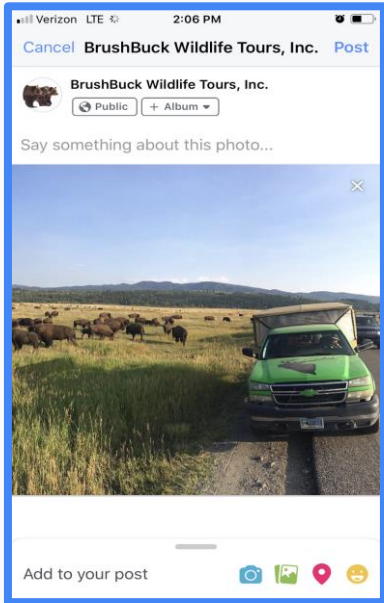
How Does a Customer Find You?

- Website
- Word of mouth
- Social Media
- Trade Shows
- Other Advertising



Social Media

FRESH UPLOADS WIN THE DAY



Website

Absolutely THE MOST IMPORTANT FIRST CONTACT

See ours at www.BrushBuckTours.com

Includes video of tours, customer reviews, EXACT descriptions of items.

Everything revolves around your website from people shopping to booking

To going with you.

Response Times To Calls/Emails

- Set automated reply with engaging picture/short story
- Set call back times so you can have a life. 24/7 causes burn out
- All calls and emails should be answered within 72 hours.

Easy Booking System

- Get a system down if taking money over the phone.
- Paper reservation sheets work perfect.
- Online reservation system is ideal but not absolute necessity.

KISS- VISA-Mastercard-Discover-AMEX

Avoid- Pay Pal, Personal Checks



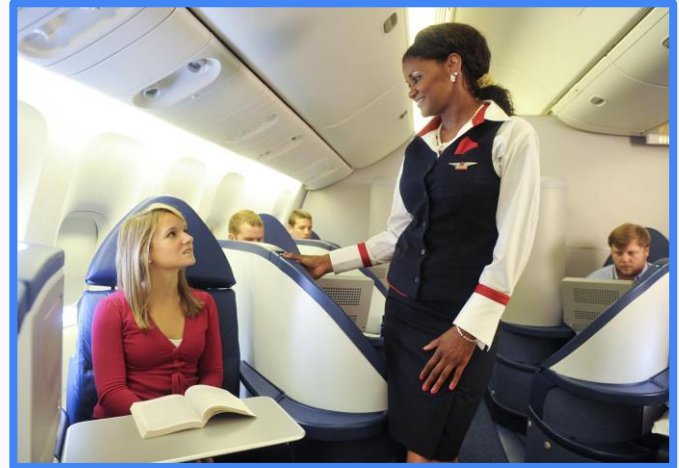
Main Focus: Provided Service



The single most important piece of customer service is the quality of your actual service.

Provided Service: The Basics

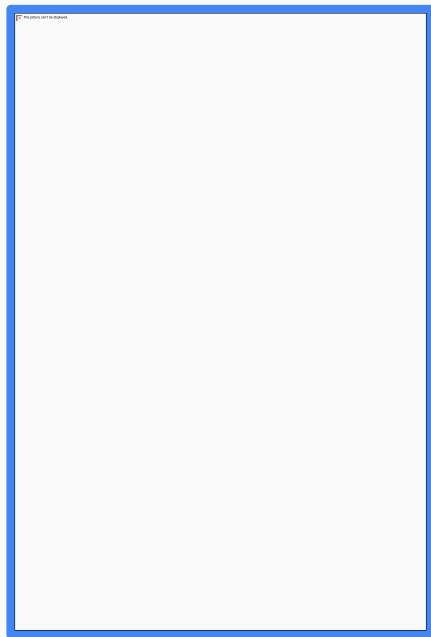
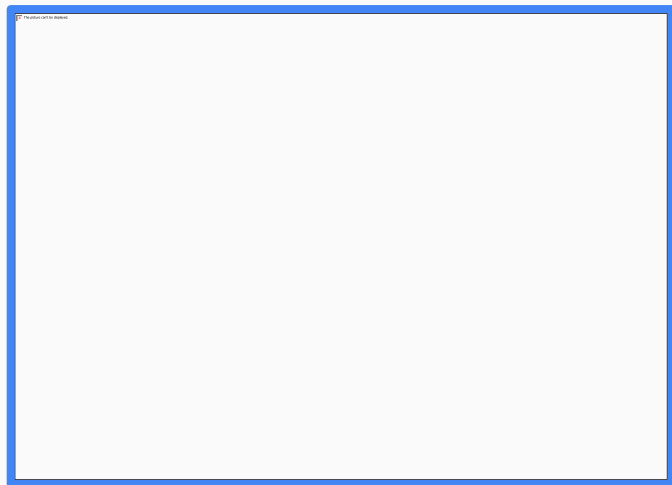
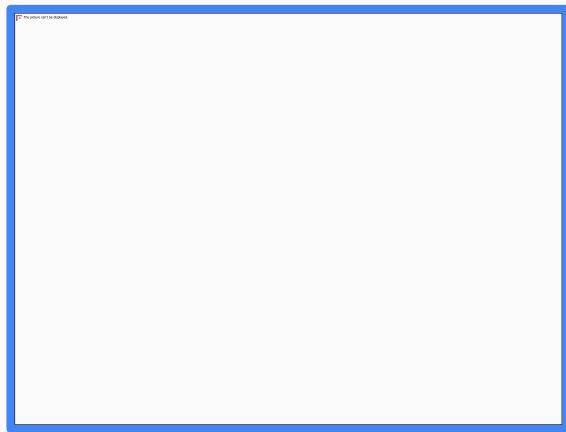
- What makes a great experience?
 - Well trained friendly staff. Uniforms/name tags help.
 - Clean EVERYTHING.
 - Greetings/Departures to guests
 - Provide the service paid for.



Uniform Examples



Uniform Examples



Basics Covered: Move Into “Unforgettable”

Unadvertised Perks

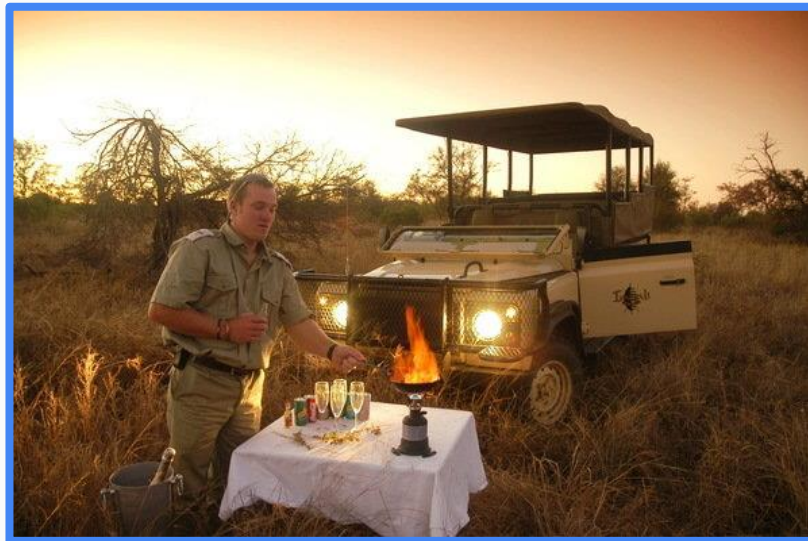


Unadvertised Perks



Moving Into “Unforgettable”

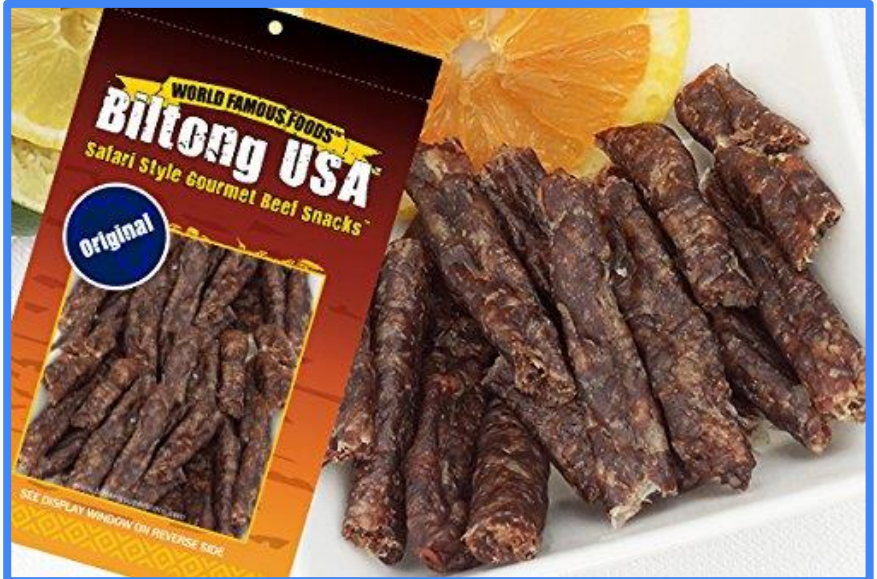
Adam Lackner LOVES sundowners in Africa. It's unforgettable for me!!



Moving Into “Unforgettable”



Departure Gifts



Blog Emails, Holiday Cards, Social Media



QUESTIONS?

