



Welcome to the NJMMA
2017 Spring Conference

**Delivering Superior Customer
Service...
Saving Time and Money**



Moderator: Anthony Ferrera Hillsborough Township



- Township Administrator Seasoned
- Marketing Professional
- Former Mayor
- Advocate for individuals with
Special Needs



Delivering Superior Customer Service... Saving Time and Money





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Objectives:

- ✓ Define superior customer service in Municipal Government
- ✓ Recognize the issues and barriers of delivering outstanding customer service to your residents
- ✓ Develop techniques for dealing with difficult customers
- ✓ Identify the benefits of great customer service
- ✓ Raising the bar, making it contagious among your staff
- ✓ End Result – time and money is saved



Presenter: Pamela Borek, MBA, RMC



- Township Clerk, PIO, Communications Director – Hillsborough
- Borough Clerk – Manville



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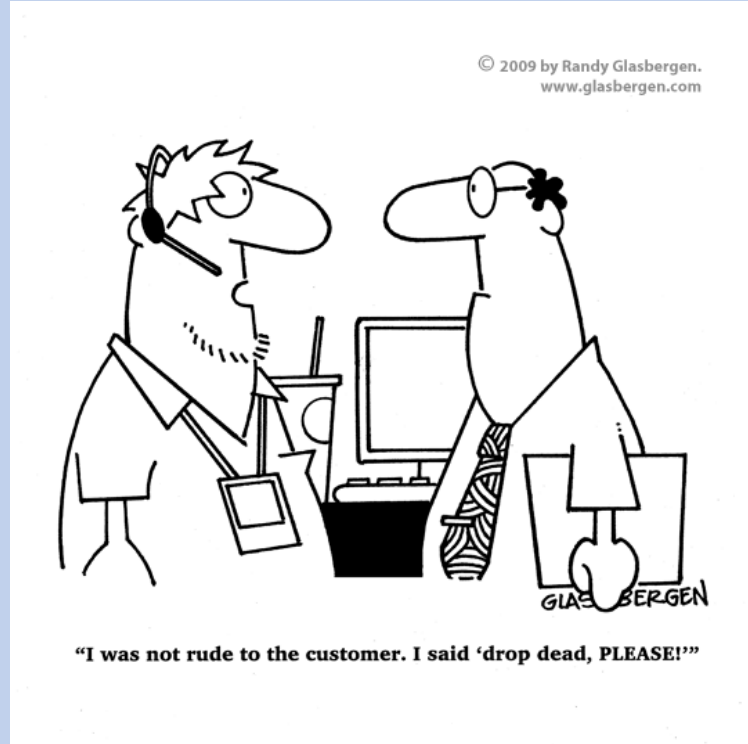


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✓ What not to do.....





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✓ How would you like your residents to think about Your Municipality?





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✓ How do we get to Superior Customer Service?





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✓ How do we get to Superior Customer Service?





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✓ So – how do we get there....SMILE





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✓ So – how do we get there....





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✓ So – how do we get there....

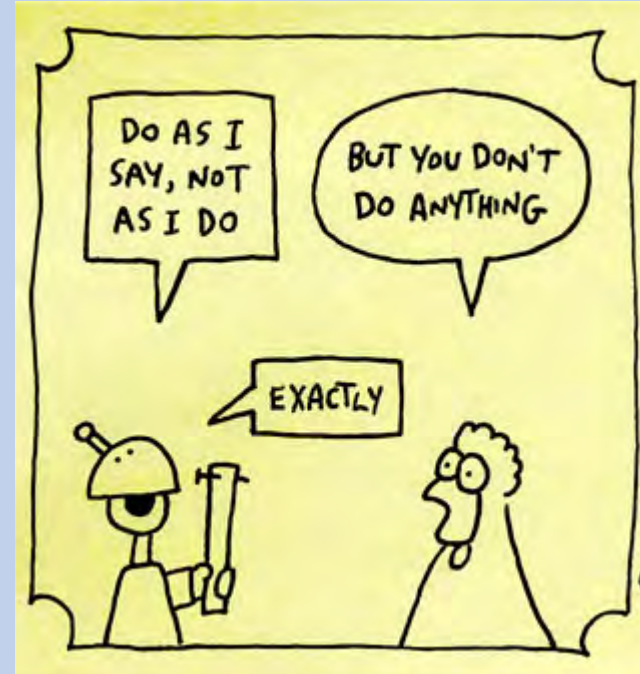
Imagine that each customer
is wearing a sign that says

**“Make me
feel important.”**



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✓ So – how do we get there....





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✓ So – how do we get there....

Tips when dealing with customers:

- 1) Be Friendly – because nice matters
- 2) Make eye contact – be engaged
- 3) Give your full attention – listen to what is being said
- 4) Say please and thank you
- 5) Remain calm



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*“People will forget what you said,
People will forget what you did
But people will never forget how
you made them feel....”*

Maya Angelou



Presenter:
Susan Weinstein, LCSW, CEAP, SAP



➔ Princeton Healthcare System EAP,
Manager



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Customer
Service
The Moment of Truth

Presented by:
Susan Weinstein, LCSW, CEAP,
SAP



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Moment of Impact.....
Moment Of Truth





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What are the Moments of Truth?

The Moments of Truth are the times during the interaction that can define a community members relationship to you and by extension, to the town.

This is the critical time when a community members looks to your for help and how you response largely determines the outcome.



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When Does The Moments
Of Truth Start?



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Skills to create a positive
outcome:



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8

Active Listening...What Is It?

- o What Does It Look Like?
- o What will you accomplish by Actively Listening?



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Active Listening

- Maintain good eye contact
- Lean slightly forward
- Reinforce the speaker by nodding and paraphrasing
- Clarify by asking questions
- Don't focus on your own responses
- Be committed, even if you are angry or upset to understanding what was said



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- Listening allows you to make and keep relationships
- Listening allows you to understand the other person's needs and what they are trying to convey
- Listening provides a road map when trying to problem solve or work together as a team



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Other suggestions to actively listen.....

- Put yourself in the other person's place to understand what the person is saying and how he or she feels
- Do not bring up similar feelings or problems from your own experience



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• "The most important thing in communication is to hear what isn't being said."

• Peter Drucker, management consultant



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Employee Assistance Program



1-800-527-0035



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✓ Great Customer Service





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Thank you!

