



Customer Service and Communication

Training Workbook Volume 2, Class 11

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Customer service and communication

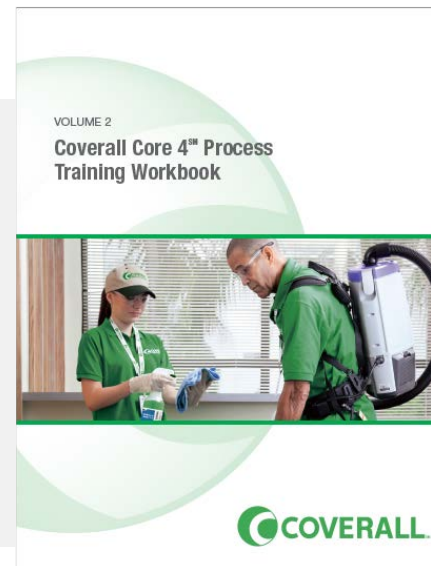
Businesses need customers.

The happier your customers are with your service, the more likely they will stay with your franchised business.

Keeping your customers happy is the goal!

Workbook Volume 2:

Class 11 – Customer Service and Communication



Overview

- ❖ What your customers want
- ❖ Customers for Life[®] Program
- ❖ Talking with customers – C.A.L.M.
- ❖ Brand protection and quality assurance
- ❖ If the situation isn't working out...



Customer Service and Communication

SECTION 1:

WHAT YOUR CUSTOMERS WANT

What your customers want

- ❖ When your customers choose the Coverall® System, they expect their facility will be cleaned with the Coverall Core 4® Process.
- ❖ In general, customers want 3 things:
 1. **Consistent service**
 - Your customer gets what they were promised
 2. **Communication**
 - Talking with your customers on a regular basis
 3. **Trust**
 - Being dependable with high integrity

Consistent service

- ❖ Deliver the service customers were promised
 - Follow the Coverall Service Plan (cleaning spec)
 - Wear Coverall-branded apparel so your company is consistently recognized
 - Do not miss a scheduled service
 - Manage service quality to ensure everyone on your crew delivers consistent cleaning

Communication

- ❖ Talk with your customers on a regular basis
 - Make it easy for your customers to contact you
 - Respond quickly if your customer contacts you
 - Talk to your customers often about your service in whatever way they prefer (email, phone, in person)
 - Seek to solve problems, not defend yourself

Trust



❖ Be dependable with high integrity

- Follow your customers' security procedures
- Contact your customer if you have a change in cleaning crew, or any other change
- Be respectful to your customer, their employees and visitors
- Be professional and knowledgeable, offer good advice

Happy Customers are Your Business

*What does the
Core 4[®] Process
have to do with
building
your franchised
business?*

Everything!

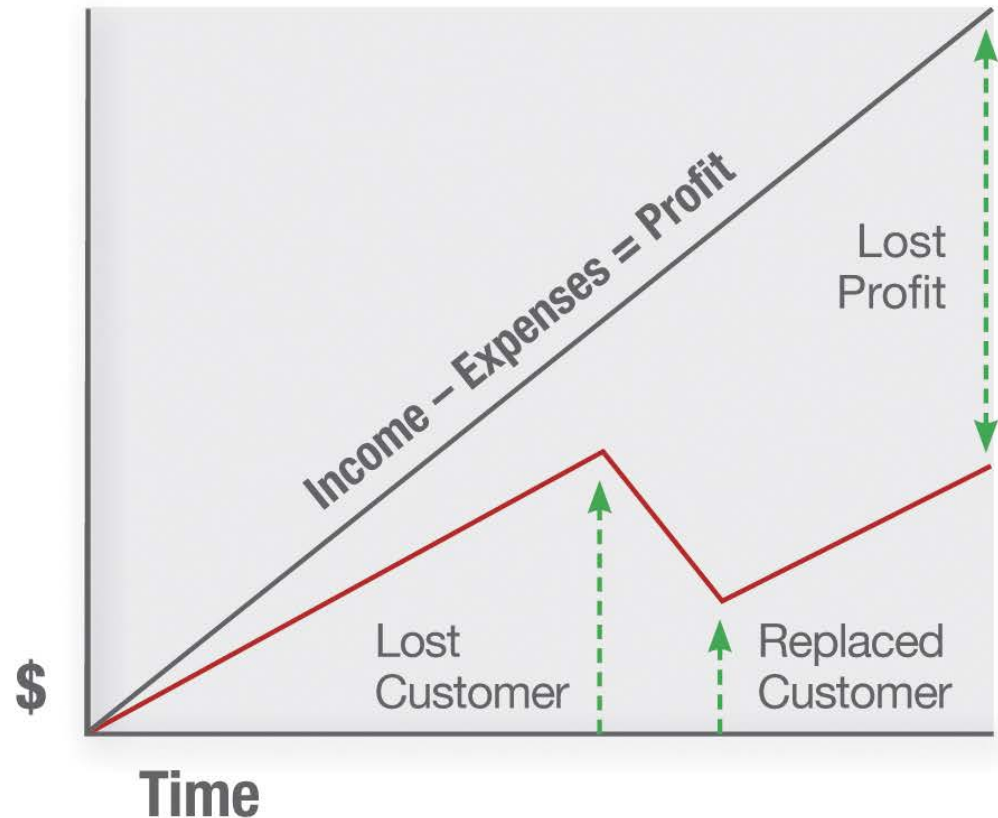
Brand Promise
The customer's expectation



Brand Delivery
The customer's experience

The Financial Advantage of Keeping Your Customers

- Takes time to replace customer and recover profit
- Replacement customers may cost you a fee
- As you pay off notes, profit should increase





Discussion: What your customers want

1. Your car needs to be fixed:
 - Who is going to work on the car?
 - Do they know what they're doing?

2. If the problem is worse than they thought:
 - Will they call you to talk about it or just charge you extra?
 - Can you trust they're telling you the truth?

3. When will the car be ready?
 - What if they can't work on it for several days because their mechanic is sick, or it's a holiday and they're closing the shop?
 - Will someone call you?

4. What if they leave your car outside their garage, unlocked, overnight?
 - Is that okay with you?
 - What if something gets stolen from your car?





Discussion: Consistent Service

What your customers want	Why do they care about that?
Follow the Coverall Service Plan	Because...
Wear Coverall-branded apparel	Because...
Do not miss a scheduled service	Because...
Manage service quality	Because...





Discussion: Communication

What your customers want	Why do they care about that?
Make it easy to contact you	Because...
Respond quickly when they call	Because...
Talk to them often about your service	Because...
Seek to solve problems	Because...





Discussion: Trust

What your customers want	Why do they care about that?
Follow customer security procedures	Because...
Contact customer if anything changes	Because...
Be respectful	Because...
Be professional, offer good advice	Because...





Customer Service and Communication

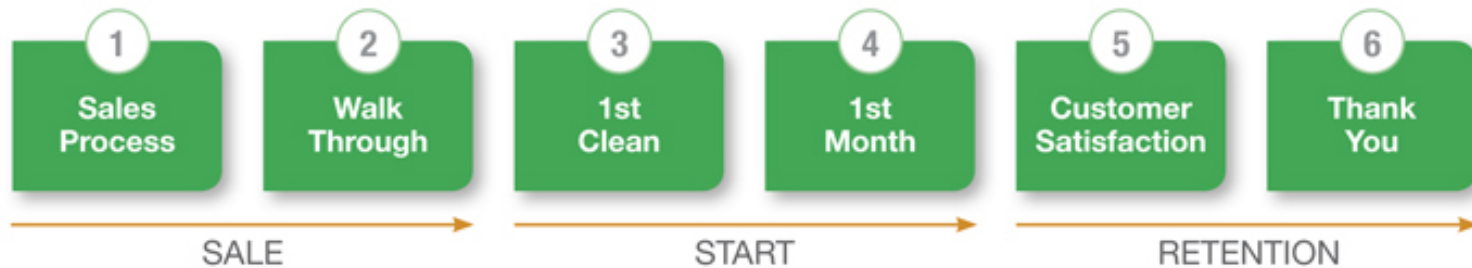
SECTION 2:

CUSTOMERS FOR LIFE[®] PROGRAM

Customers for Life[®] Program

- ❖ The Coverall Customers for Life[®] Program is a process for building good customer relationships.
- ❖ It can help differentiate your franchised business from your competition.

CUSTOMERS FOR LIFE[®] PROGRAM



What happened before the walk-through?

Before the walk through, whether the customer account was obtained by the Coverall Support Center or by your franchised business, a lot happened!!

- ❖ Lead was generated through telemarketing and advertising
- ❖ Appointment scheduled with customer
- ❖ Sales consultant met customer and identified **pain points**
- ❖ Customer saw value in the **Coverall Brand Promise**
- ❖ Customer signed a Service Agreement (contract)
- ❖ Welcome call to set up walk-through



Pain Points are important to the sale

- ❖ Pain Points are the reasons why a customer wants to change their service.
- ❖ For example, a customer's pain point might be smelly restrooms, and they want to fix the problem causing the pain, so they choose the Coverall System.
- ❖ In the sales process, when you identify a customer's pain points, then you can determine how your franchised business could solve the problem and create REAL VALUE for your customers.



Step 2: Walk-Through

- ❖ Walk through customer's facility with Coverall representative to review details of Service Plan
- ❖ An opportunity to make a great first impression
- ❖ Decision about accepting the new customer

CUSTOMERS FOR LIFE® PROGRAM



How to prepare for the Walk-Through

- ❖ Learn about the customer
 - What do they do? Where are they located?
- ❖ Review the customer's Coverall Service Plan
 - Cleaning tasks and frequencies
- ❖ Wear Coverall-branded apparel and your Coverall ID badge
 - Represent your franchised business. First impressions matter!
- ❖ Bring notepad and pen, business cards
- ❖ Get directions to the customer's facility
- ❖ Plan to arrive early – **don't be late!**

Meeting and greeting the customer

- ❖ Introduce yourself using your full name and business name
- ❖ Shake hands firmly; look the customer in the eye; smile
- ❖ Use the customer's first name
- ❖ Give the customer your business card
- ❖ Thank the customer for taking time to meet with you



Starting the Walk-Through

- ❖ Guide the customer through the process – this is their first time working with the Coverall brand, and they won't know what to expect. Help them make the experience a great one.
 - *To confirm, your Coverall Service Plan is for ___ days per week, is that correct?*
 - *Let's walk through your facility to see the areas that will be cleaned and discuss the cleaning tasks that will be performed. Where is the best place to start?*
 - *As we walk through your facility, please point out anything that you want to make sure I see.*
 - *After we are done with the Walk-Through, I have some questions to ask you about security, parking and other things.*
 - *Great, let's get started!*

Discuss communication with your customer

- ❖ Main customer contact person's name, phone, email
 - How does the contact person like to be contacted?
 - Are there other contacts?
 - Who should be contacted in an emergency?
- ❖ Provide your contact information to the customer
 - Explain use of the Coverall Log Book
 - Complete the Log Book Communication Page
- ❖ Discuss:
 - How trash is handled; how objects on desks are handled
 - Customer Satisfaction Survey process
 - Supplies Program

Log Book Communication Page

- ❖ Why is this communication page important to your relationships with your customers?
- ❖ What is your preferred way to have your customers contact you:
 - In an emergency?
 - In general?
- ❖ What role can the Coverall Support Center play in supporting your customer communications?



Customers for Life® Program

Focused on building long-term relationships

Services provided by:

Franchised Business: _____

Franchised Business Owner: _____

Best way to contact me: Call Email Text

Phone: _____

Email: _____

(or staple your business card to this page)

Your Local Coverall Support Center:

Contact: _____

Phone: _____

Email: _____

or reach out to us through www.coverall.com by visiting the "contact us" page.

THANK YOU FOR YOUR BUSINESS!

Commercial office cleaning services are provided by a local, independently owned and operated Coverall Franchised Business trained and certified to use the Coverall® Program, processes and brand.

Discuss safety and security

- ❖ Can the facility be accessed after hours? Is there a pass required or gate security?
- ❖ Where will you and your employees park? Any restrictions, passes or other rules regarding parking?
 - Is the parking area well lit at night?
- ❖ Emergency exits? Fire extinguishers? First aid equipment?
- ❖ Note that you have Safety Data Sheets (SDS) for cleaning products used. Would they like a copy kept on site?
- ❖ Ask customer to sign Coverall Safety and Security Document.

Discuss the facility

- ❖ Access to water
- ❖ How to turn lights on and off
- ❖ Location and access to trash dumpster
- ❖ Location and access to janitor's closet
- ❖ Location and access to customer-provided supplies (toilet paper, paper towel, soap, etc.)
- ❖ Keys, codes and alarms

Keep your eyes open – observations

- ❖ Customer pain points (expectations, key areas of concern)
- ❖ General condition of building
 - Document and discuss pre-existing conditions such as broken tiles, damaged carpeting, paint and wall damage, etc.
- ❖ Cleaning challenges you saw
- ❖ Cleaning opportunities you noted
 - Special Services
 - Additional cleaning tasks

Coverall Core 4[®] Checklist

- Hospital-grade disinfectants
 - All-purpose cleaner
 - Floor cleaner
 - Bowl cleaner
 - Glass/multipurpose cleaner
 - SDS for all chemicals
 - Properly labelled bottles and buckets
 - Other?
- Microfiber towels and mop pads
 - How many blue?
 - How many green?
 - How many yellow?
 - How many red?
- Equipment
 - HEPA filtration vacuum
 - No-dip flat mop and bucket
 - Unger SpeedClean™ Window Kit
 - Trash barrel and caddy
 - Lobby broom and dust pan
 - Bowl brush
 - Squeegee
 - Encapsulation spotting kit
 - HEP-aid bodily fluid disposal kit
 - Other?
- Safety
 - Wet floor signs**
 - Disposable nitrile rubber gloves
 - Protective eyewear
 - Identification badge
 - Coverall-branded apparel
 - Other?

What else will you need to deliver the Core 4[®] Process?

Sample Cleaning Schedule (3x per week)

- ❖ Cleaning tasks, how often they are done, and in what areas of the customer's facility.
- ❖ Use this Schedule as a checklist to make sure each task is completed according to the customer's Service Plan.

Area 1: General office areas, conference rooms, lobby

Tasks included in Service Plan:	M	T	W	R	F	Sa	Su	Monthly
Detail Dust and Clean	X		X		X			
High and Low Dusting								X
Wall-to-Wall Vacuum					X			
Spot Vacuum High Traffic Areas	X		X					
Empty Cans and Remove Trash	X		X		X			
Restrooms	X		X		X			

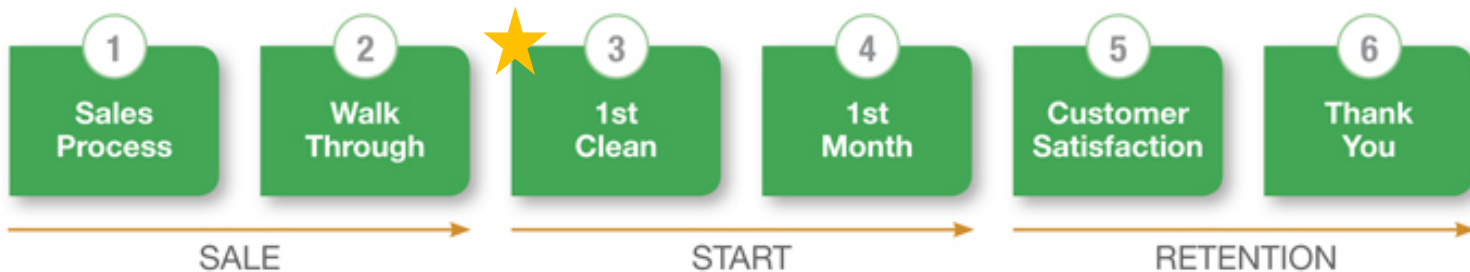
Area 2: Kitchen and lunch room

Tasks included in Service Plan:	M	T	W	R	F	Sa	Su	Monthly
Detail Dust and Clean	X		X		X			
Damp Mop Hard Surface Floors	X		X		X			
Clean Microwave – inside/outside	X		X		X			
Empty Trash	X		X		X			

Step 3: 1st Clean (Start)

- ❖ A Coverall consultant is available to help offer support to you on your first night of service to a new customer.
- ❖ Develop a plan for cleaning efficiently using the Core 4[®] Process.

CUSTOMERS FOR LIFE[®] PROGRAM



Preparing for 1st Clean

- ❖ Unpack your equipment and assemble as needed
- ❖ Review Service Plan and consider the most efficient way to clean
- ❖ Decide if you will clean alone or “team clean”
 - Training on Core 4[®] Process
 - Worker’s compensation
- ❖ Get directions to the customer’s facility
- ❖ Wear Coverall-branded apparel and your Coverall System ID badge
- ❖ Follow safety and security procedures
 - As taught in Coverall training
 - Per OSHA regulations and customer requirements

During the 1st Clean

- ❖ Use the Cleaning Schedule to check your results
- ❖ Complete Service Quality Check
- ❖ Ask Coverall for support as needed
- ❖ Write a note to your customer in the Log Book – ideas:
 - *Good first night. Call me if you need anything. Thank you!*
 - *I'll call tomorrow to follow up. Thank you!*
 - *Thank you, have a nice day!*
- ❖ Follow closing tasks carefully, especially:
 - Lock up
 - Lights out

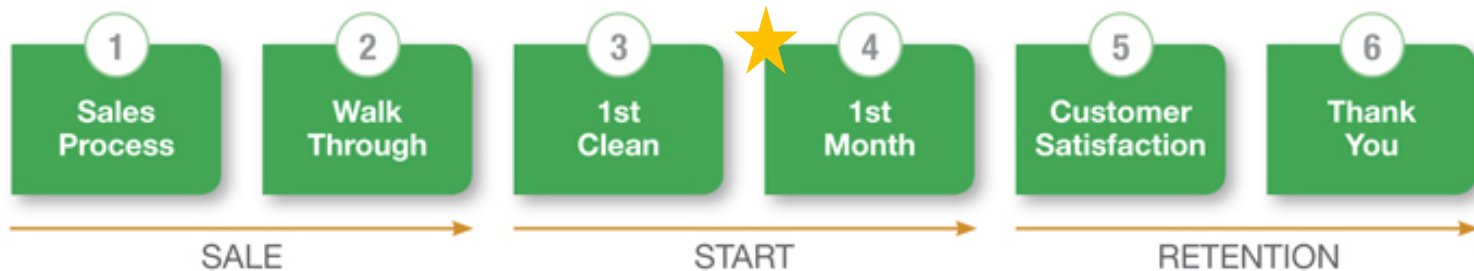
After the 1st Clean

- ❖ Contact your customer or stop by the next day to see if everything was as expected
- ❖ Ideas:
 - *Hi, it's _____ from _____. Last night was my first cleaning at your office. I'm calling to find out how everything worked out. So, what did you think?*
 - *If all is good: I'm glad to hear that things are going well. I'll give you a call or stop in next week to check again, or call me anytime.*
 - *If change requested: OK, thank you for letting me know. Next time I'll make sure to _____.*

Step 4: 1st Month

- ❖ Call or stop by weekly for the first month
- ❖ Listen carefully; make adjustments if needed

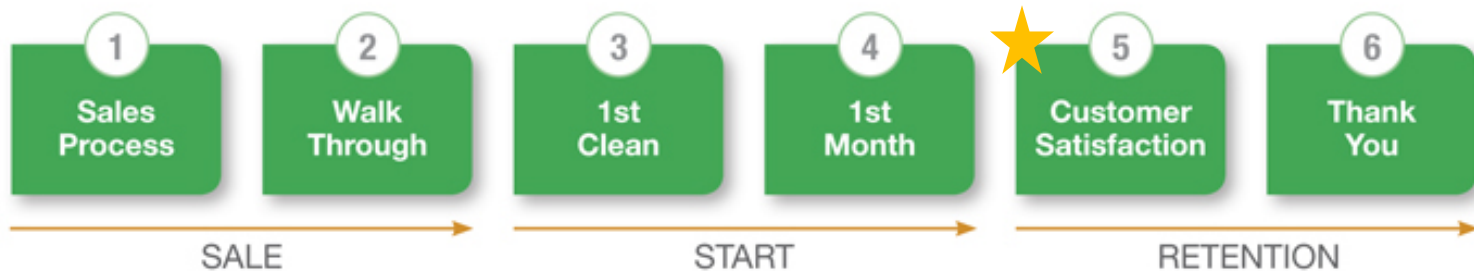
CUSTOMERS FOR LIFE[®] PROGRAM



Step 5: Customer Satisfaction Survey

- ❖ In person or on the phone
- ❖ Coverall also surveys customers

CUSTOMERS FOR LIFE® PROGRAM



Using the Customer Satisfaction Survey

- ❖ Be positive! Customer feedback is important and useful to your franchised business. Even if a customer complains, they are communicating with you and giving you the opportunity to make a change.
- ❖ Your customers may make suggestions or requests that are not currently part of their Service Plan. Use the opportunity to discuss the value of adding those services. Your Coverall Support Center can help you make changes to the Service Plan and monthly customer bill.
- ❖ First, let's talk about the cleaning service (RATING)
 - If your customer is satisfied: Great to hear. Is there anything specific that you are very happy about? I want to make sure we keep doing it!
 - If improvement needed: OK, I understand. Is there something specific that needs improvement?
- ❖ What else could we do to help you? (UPSELL)
- ❖ If someone asked you to recommend a commercial cleaning program, would you recommend the Coverall System? (REFERRAL)
 - If yes: Thank you, we really appreciate it. If you know of anyone specific, please call us with your referral.
 - If not: OK, I appreciate your honest feedback. What could we do to earn your recommendation in the future?

The image shows a screenshot of the Coverall Customer Satisfaction Survey form. At the top left is the Coverall logo. The form includes a header for 'Customer Satisfaction Survey' and a section for 'Company Name' and 'Your Name'. Below this is a table with columns for 'Service', 'Satisfied', 'Dissatisfied', and 'Comments'. The 'Service' column lists various services like 'General Cleaning', 'Carpet Cleaning', etc. There are also sections for 'Additional Comments', 'Have you used any other services?', and 'Would you recommend Coverall?'. The form is designed to collect feedback on different services and overall customer satisfaction.

Step 6: Customer Thank You

❖ At this point you should be:

- Servicing your customers according to their Coverall Service Plan
- Calling your customers or stopping by once a month
- Completing Customer Satisfaction Surveys
- Checking the Coverall Log Book and using it regularly
- Updating your contact information with your customers as needed
- Requesting support from the Coverall Support Center as needed
- Finding ways to say “Thank you” to your customers

CUSTOMERS FOR LIFE® PROGRAM



Let's Review

Customers for Life[®] Program





Customer Service and Communication

SECTION 3:

TALKING WITH CUSTOMERS – C.A.L.M.

Words and tone make a difference

❖ How do these customer comments make you feel?

- We are so happy with the service you provide!
- Would you mind vacuuming behind the doors? I notice it hasn't been done lately.
- You guys left the garbage in the hallway. I need you to come fix it right away.
- The service last night was terrible! If you can't do better then I'll find someone who can.
- One of the cleaners stole something out of my office!

What upsets customers?

- ❖ Inconsistent service
 - Lack of attention to detail, forgetting things
 - Good service one time, bad the next
 - Not sure who will clean, different person all the time, no uniforms
- ❖ Lack of communication
 - Not being able to reach you
 - Not getting a call back when they leave you a message
 - Not telling the customer when something changes
- ❖ Untrustworthiness
 - Leaving doors unlocked, lights on, or other security issues
 - Spending little to no time at customer's facility but saying you were there
 - Talking or acting disrespectfully

Getting to adult-adult conversations



- ❖ Identify the problem
- ❖ Solve it
- ❖ Move on



Remain C.A.L.M.

C.A.L.M. is a Coverall technique for communicating with your customers, especially in difficult situations.

When an issue arises, take a deep breath and remain C.A.L.M.



**Customer
Focus**



Ask



Listen



**Make it
Better**

C = CUSTOMER FOCUS

- ❖ You have a **business relationship** with your customer
 - They are not attacking you
 - Something is bothering them about your service
 - Your goal is to identify the problem, solve it, and move on
 - Leave emotion out of it
- ❖ **Focus on your customer**
 - Acknowledge the situation
 - Apologize. It helps to say you're sorry
 - Remind them of your relationship
 - *(If a personal attack)*, state your business values or integrity

A = ASK

- ❖ Ask a few questions to understand the situation.
 - Often when a customer is answering questions, they come up with a solution on their own

- ❖ Ask simple, brief questions:
 - *What's going on/what happened?*
 - *When did you first notice that?*
 - *Is this the first time this issue has happened?*

- ❖ Don't offer solutions or suggestions right away. Give the customer a chance to talk it out and tell you what they want you to do.

L = LISTEN

- ❖ It's easier to talk than to listen, especially when you know the answer and just want to solve the problem.
 - Hold back until the customer has told you how they're feeling and what they want done.
 - Take notes as the customer is talking.
 - Nod your head, indicate that you are listening.
 - Ask another question if it helps, but in general, **don't interrupt.**
 - Listen for the words the customer uses. Remember their key words.
 - Listen for the solution the customer wants from you.

M = MAKE IT BETTER

- ❖ Summarize what the customer said.
 - Use their key words – the words they used when telling you what happened, how they feel and what they want done.
- ❖ Offer a solution to the problem.
- ❖ Get agreement that the solution is acceptable to the customer
 - If acceptable to the customer, then restate what you will do and when, thank the customer and move on.
 - If not acceptable to the customer, then ask the customer to suggest another idea. If their suggestion is acceptable to you, then restate what you will do and when, thank the customer and move on.



C.A.L.M. Example 1

You forgot to set the alarm last night. Not cool. My boss is not very happy about it.

How would you remain calm in this situation?

C = Customer Focus

A = Ask

L = Listen

M = Make it Better



C.A.L.M. Example 2

You took money out of
my office last night! You
were the only one here!
It had to be you!

**How would you remain
calm in this situation?**

C = Customer Focus

A = Ask

L = Listen

M = Make it Better



Practice Exercise – C.A.L.M.

1. No one showed up to clean last night.
2. You guys forgot to clean the training room and it's a mess.
3. This is the third time I've left a message and no one has called back.
4. The lights were left on all night long.
5. You left the water running and I have a flood this morning.
6. (New customer): The office doesn't look clean after you leave – this isn't what I expected.
7. You were doing so great for a couple of years and now things are bad. What happened?





Customer Service and Communication

SECTION 4:

BRAND PROTECTION AND QUALITY
ASSURANCE

Managing your service quality

- ❖ Managing your service quality means making sure your business consistently delivers high-grade service to your customers.
- ❖ Because your franchised business represents the Coverall brand, you also have responsibility to maintain Coverall's brand standards including consistent use of the Core 4[®] Process.
- ❖ Whether you clean, or your employees clean, use a Service Quality Checklist to check your results.
 - Attention to detail
 - Hard floors and carpets
 - Restrooms
 - Special Services opportunities

Coverall Brand Standards On-Site Visit

- ❖ Purpose of the on-site visit
 - Support your Franchised Business on Core 4 Process and brand standards
 - Maintain goodwill of the Coverall brand for all franchisees

- ❖ Reasons Coverall may schedule a visit with you
 - New Franchisee/First Service
 - New Customer (“start”)
 - Training
 - Consultation/Follow up
 - Equipment Demo
 - Other – you may request an on-site visit at any time

If the situation is not working out

- ❖ Sometimes customer situations do not work out and the relationship comes to an end. Before that happens, contact your Coverall Support Center to help with customer communication, service issues and Coverall brand standards, or other support to help your customer situation.
- ❖ First, try to make things better with your customer.
- ❖ How you decide to proceed with your customer is your decision.



Let's Review

C.A.L.M.

BRAND PROTECTION AND QUALITY ASSURANCE