

VOL.1 April 2023

SERVICE SKILLS EXPRESS

THE OFFICIAL NEWSLETTER

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All Aboard!

Welcome to our newest ServiceSkills clients. They represent a wide variety of industries across the globe and include call centers, banking, industrial manufacturing, scientific and technical, food service, professional associations, legal services, education, hospital and healthcare, medical supply, travel and tourism, business services, public utilities, transportation and trucking, warehousing, social services, telecommunications, media, government agencies, waste and recycling, security services, funeral services, animal care and control, and property management. ServiceSkills fits *every* industry.



Does your company have a Learning Management System?

Our entire learning library is available in LMS format. Talk to your ServiceSkills Client Success Manager for more information!

Shine a Light!

All America Bank—A Customer Service Success Story



Our client, All America Bank, has developed a sound reputation for customer service that sets them apart from the competition. A family business founded in 1943, they have adjusted to the evolving landscape of digitized financial services.

According to Shawn Huckabay Braden, Chief Operations Officer and granddaughter of founder T.C. Huckabay, “Having been in banking all our lives, we know how important it is to offer cutting-edge services to our customers; however, in banking the products do tend to be very similar from one financial institution to another. That becomes pretty clear to consumers when they are weighing their options about who to bank with. So, it is crucial that we set ourselves apart from other institutions through exceptional customer service.”

By investing in ServiceSkills, they’ve done just that. All America Bank trains their 100+ managers and staff on improving internal employee relations as well as client-facing customer service. This had an immensely positive impact on the clients’ experience with All America Bank branches, both in person and over the phone.

Meet Our Crew



Ronnie Titus
Manager of Customer Happiness

Many of our clients know Ronnie for her stellar work providing support to site administrators. She's a JOAT (Joan of all Trades), and her business card says she's the Manager of Customer Happiness. Regular client feedback testifies to the excellent customer service she delivers.

In addition to supporting site admins, Ronnie juggles a host of other tasks throughout her busy day. She modestly says she's "fairly knowledgeable" in Excel, PowerPoint, Word, and Access. Her coworkers know her as the go-to person when they get stuck and need help on just about anything.

Ronnie is coming up on her 25th anniversary with the company, and that's impressive, but she's not only a worker bee. She enjoys many leisure activities that include crocheting, reading, herbal teas (but no chamomile), and coin collecting—all types/countries. Ronnie credits the tooth fairy with starting her on that hobby many years ago by giving her a Canadian quarter (and, yes, she still has it!)

The Track Record

Andy M. (VP T&D, Utilities) recently gave ServiceSkills a 5 Star rating.*

Andy says, "Training is easy to follow and understand. Concepts are no nonsense and immediately applicable to the job. Delivered in short concise bite-sized chunks which is perfect for busy people."



*Ratings by G2 Business Software and Services Reviews—We're proud of the success our current clients are experiencing and would love to include your review in the future. <https://www.serviceskills.com/about/testimonials/>

Full Speed Ahead

Tips & Techniques to Motivate and Incentivize Employee Engagement

Managers know that every employee represents the organization's name and brand to the customer and the public. You can motivate your team members to give their best every day when they understand what's in it for them, too. Here are a few benefits for them that are discussed in our ServiceMattersSM Roundtable series:

- A strong sense of personal satisfaction
- Potential career growth & promotion
- Personal financial reward with continued or larger paychecks, special awards, promotions, or other perks.

Nancy's Corner



By Nancy J. Friedman, Customer Service Expert & Keynote Speaker

Here are a couple of email tips from our founder, Nancy.

Clear communication in our emails is a critical customer service skill, and email errors are an irritant to the recipient. Here are two email errors that have easy fixes.

1. Poor spelling & grammar – There's an old saying, "when in doubt, leave it out." If you're not sure something is right, don't use it. Simple. There are always alternative words. Use those.
2. Wrong subject lines – Be sure to change the subject line when the information in the email has changed from one topic to another.

The 24-Karat Golden Spike

"The telephone is your theater, your stage. Your receiver is your curtain. When it goes up, make yourself a star."
— Nancy J. Friedman, Founder and Chairman of Telephone Doctor customer-service training company

Looking for a Nancy Zoom Program?

Call her now for more information! **314-276-1012**

Light Rail (Just for fun!)

Did you know that your mobile phone has more computing power than all the computers used for the 1969 Apollo 11 moon landing?

Telephone Doctor proudly presents:

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