Speaking Texas Friendly
Engaging Destination Visitors with Quality Customer Service

Texas Extension Specialists Association, July 16, 2014
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Department of Recreation, Park and Tourism Sciences Unit
Practical, science-based information helping people improve their lives
Texas Friendly Hospitality

Texas Friendly fosters best practices in customer service
Texas Friendly Ambassador

TEKS aligned curriculum for high school teachers

Why Is Customer Service Important?

Customer Service is important because…
Increased Visitation and Revenue

- Total direct travel spending in 2013 = $67 billion
- Spending increased 3%
- Room demand increased 9% (~$8.8 billion revenue)
- Visitor air travel on domestic flights increased by 6% (up from 3.8% reported in 2012)

Why Your Customers Leave....

3% Move
5% Seek alternatives or develop other business relations
9% Begin doing business with the competition
14% Dissatisfied with the product or service
68% Upset with treatment they received

- Travel Research Reports, Office of the Governor
- State of Texas; April 2014
- U.S. Small Business Administration and the U.S. Chamber of Commerce, 2006
2012 Accenture Report

63% Consumers point to service as the most important factor in their choice of a brand

44% Have higher customer service expectations than they had a year ago (2011)

70% Say they are likely to switch brands if they deal with agents who are unable to answer their questions

62% Have actually switched brands in the past year due to poor customer service

- Accenture Global Consumer Pulse Research, 2012
  Survey of more than 12,000 consumers in 32 countries

The Unchanging Need for Quality Customer Service

68 % Left businesses from poor treatment

- SBA report, 2006

62% Have actually switched brands in the past year due to poor customer service

- Accenture Report, 2012
Quality Customer Service

“They may forget what you said, but they will never forget how you made them feel.”
- Carl W. Buechner

Being CIVIL is Texas Friendly

C = Culture
I = Internal & External Service
V = Value
I = Ideal Commitments
L = Listening Skills
Culture: Servant Leadership

- Person of character
- Puts people first
- Skilled communicator
- Collaborator
- Foresight
- Systems thinker
- Moral Authority
- Trust in stakeholders

- Seven Pillars of Servant Leadership; Sipe and Frick
  Based on work by Robert Greenleaf

Culture: Core Values

Texas A&M University Systems

- Excellence
- Integrity
- Leadership
- Loyalty
- Respect
- Selfless Service

What core values would you recommend for your business?
I = Internal and External Service

“If you are not serving the customer, your job is to be serving someone that is.”

- Jan Carlzon – Former CEO, Scandinavian Airline System

Internal Customer Service

Great Customer Service starts from the INSIDE!!

Employee empowerment and incentives

Happy Employees make Happy Customers
Inventory of Customer Service: El Paso

City Event Orientation – City of El Paso and Downtown Mgmt. District

El Paso CVB Initiatives

Internal to External: What to Know

- What does El Paso offer?
- How to get around the city
- How to give correct and easy-to-follow instructions
- Visitor information resources – local businesses; attractions

Defines the culture of YOUR community!
The importance of Value:
“A crucial measure of our success in life is the way we treat one another everyday of our lives.”

– P.M. Forni

The Value of First Impressions

• Ways of Communicating
  – Verbally (words) = 7%
  – Vocally (tone) = 38%
  – Visual (appearance) = 55%

You never get a second chance to make a first impression!
The Value of Lasting Impressions

Lasting impressions are formed by many aspects of a business. The most influential element in a business regarding last impressions are:

EMPLOYEES

I = Ideal Commitments

These are your personal ideas of how YOU feel you should deliver quality customer service.
Create a Culture of Accountability

Number one priority = Setting Clear Goals

Goals set framework for employees to build quality customer service experiences

L = Listening Skills

Effective listening = new opportunities, increased revenue, improved customer service

‘The most basic and powerful way to connect to another person is to listen. Just listen. Perhaps the most important thing we ever give each other is our attention’.

- Rachel Naomi Remen
Program Evaluation 2012

Customer service workshops:

✓ registrant willingness to adopt program (98%)
✓ confidence to change commitment level creating positive customer service experiences (97%)
✓ anticipation of an economic benefit as a direct result from Texas Friendly training (77%).

Customer Service In A Nutshell

Customer Service is simple: personal attitudes, beliefs and behaviors.

Just ask yourself: How do you want to be treated? – and then treat the customer that same way – CONSISTENTLY!
Texas Event Leadership Program

- Relevant training for festival and event organizers throughout the State of Texas.
- Offers a wide array of topics to address the needs of the festivals and events industry.
- A certificate of completion is awarded to members upon submission of a business plan and completion of the curriculum.

Event Planning and Training

- Event Planning and marketing training to Extension Specialists
- Workshops developed upon request
- Support your efforts working with Agents
Resources

- American FactFinder (US Census Bureau) - source for population, housing, economic & geographic information: [http://factfinder2.census.gov](http://factfinder2.census.gov)
- Office of the Governor, Texas: [www.texas.gov](http://www.texas.gov)
- Texas Association of Convention & Visitors Bureau: [www.tacvb.org](http://www.tacvb.org)
- Texas Chamber of Commerce Listings: [www.lnstarc.com/mall/main-areas/chamber/chambers.htm](http://www.lnstarc.com/mall/main-areas/chamber/chambers.htm)
- Texas Economic Development Council: [www.texasedc.org](http://www.texasedc.org)
- Texas State Travel Guide: [www.traveltex.com](http://www.traveltex.com)
- Texas Travel Industry Association: [www.ttia.org](http://www.ttia.org)
- Tour Texas Guide: [www.tourtexas.com](http://www.tourtexas.com)

Thanks to You!

Hospitality Instructor Training and Customer Service Workshops
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