

# Upgrading Customer Service to Customer Care

Michelle Myers

## All quotes are from Michelle Myers unless otherwise noted.

Actions without heart changes mean nothing really changes.

- 90% of customers say an “immediate” response when they have a question matters, and “immediate” is defined as 10 minutes or less.

- Nearly 70% of customers surveyed said the first channel they go to for customer service is social media.

- 63% of customers expect personalization as standard and that includes being recognized across various channels.

- 67% percent of survey respondents said they preferred self-service over speaking to a company representative. The overwhelming majority expect shipping to be both fast and free.

- 76% of customers say they will continue to switch what they buy until they find the customer experience that match their expectations.

Smaller organizations cannot compete with larger organizations when it comes to baseline customer service expectations, so where can small organizations win? Customer care. Because genuine, Christ-centered care cannot be automated or fabricated. Robots can't care.

And when we say "care," we don't mean merely a feeling or a brand value. Care from a Christ-follower means because Christ is in me, this is what flows out of me.

If you're a small organization trying to keep up with big business, stop trying to compete in a battle you will lose that wasn't worth fighting in the first place.

Sustaining customer service is really hard because customer service really boils down to people – and people. are. HARD.

Average turnover is 15% and customer service turnover ranges between 30-40%.

When people are involved, two things are guaranteed:

- Criticism
- Betrayal

*Criticism and betrayal is what drove Jesus to the cross and not away from His mission.*

The cross is the only reason why your work is important too.

The same God-driven power that propelled Jesus to the cross is available to us in every task, it's just up to us to see it that way.

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Basics are what never go away. Basics are the foundation, not just for beginners.

The difference between genuine work for the glory of God and all other work is the foundation. It has nothing to do with the task.

God is the foundation of godly work, and all other work attempts uses the work as the foundation.

When work is the foundation:

When work is the foundation and then we attempt to add our faith to it, we typically only end up confusing ourselves + probably others.

- rooted in self reliance
- pockets of depending on God, but depending on God is more likely to be on a public channel
- want God to get glory, but also struggle with the desire for personal glory more time goes to projects and profits than prayer and people
- In the absence of faith - fear is usually the motivator

Faith was never meant to be an addition, faith was meant to be a foundation.

When God is the foundation, your work is an avenue for you to:

live out your faith and worship God.

He is your identity – not your title, your sales numbers, or any other measurable – so He will be your motivation.

Be motivated by the work that is guaranteed.

to meet the needs of others.

“God, put someone in my path to serve today.”

“God does not need your good works (Isaiah 64:6), but your neighbor does.” – Martin Luther

Steps in His direction:

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Choose Him over the work.

If you have to have less time in your work day to have a time when you can read your Bible and pray, work less. He's good for it.

For more on this: [How to Identify and Minimize Workaholic Tendencies](#)

If your commitment to work exceeds your commitment to God, it will always feel complicated

Faith does not complicate work, it simplifies it.

Let go of all the "ands" that hold you back from what He wants to do in you and through you.

Choose Biblical principles, even when it seems like they won't work.

Give yourself a new title that reminds you why you're there.

Usually, starting something is easier than staying somewhere to serve.

As a Christ follower, servant is the only position that will satisfy because it's the position that Jesus took.

If we don't fight to stay grateful, we will start taking it for granted.

Taking our work for granted and what God has done there, is the easiest way to drift towards laziness and mediocrity or towards pride and God-forgetfulness.

Evaluate what matters.

We can't evaluate Kingdom work with earthy measurements.

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Customer Care Questions:

How do you show people you care?

- Social Media Content
- DMs
- Email Marketing
- Email Responses
- Website Deliverables
- Proactive communication

How do you treat someone like a loved child of God vs. one of many customers?

If you don't have time to make people feel valued and cared for, it's either time to quit or time to hire.

Faith and care cannot be automated.

Pray over packages going out, scroll through the back end of your website and pick people to pray for, randomly refund orders, be GENEROUS when approached in DMs, find ways to get out of the masses mindset and pray about what God can do.

How do you give them more than what they feel they paid for?

When it comes to marketing, yes, it should absolutely be the best words to clearly explain who you are and what you do, but it better actually be who you are and what you do

Meeting physical needs can open spiritual doors – you'll always come out ahead spiritually when you under-promise and over-deliver.

Because if you're posing to be something you're not in work, they're going to think your faith is fake too.

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**SPEED:** Quick things you CAN automate since you won't always be available:

- FAQ Email – autoreply when someone emails you
- FAQ page/videos on your website Easy + engaging video tutorials immediately upon purchase
- For those of you with social media related work – when someone new engages with you via DM, say HI and use their name! You can probably take 10 seconds, look at their profile and figure out why they followed you – so say hi, thank them, and if time, ask them a question about something you have in common. Conversation goes a LONG way.

**SHIPPING:** Quick ways to personalize since you won't ship as quickly as Amazon:

- Handwritten note
- Unexpected gift (piece of candy, product sample, discount on their next order, etc.)
- Look them up on social media + thank them for their order Surprise – they've been entered in a giveaway!

**SERVE:**

- Pray for who you interact with by name
- Prayer is a constant.
- Listen – don't skim emails, read them. Don't just post on social and leave. If your organization is small, look at the profiles of people who are engaging with you. What do they have in common? What are they talking about? What do they need? Get to know them – don't just expect them to get to know you. Then, build relationships and spend your work time meeting their needs.
- Don't just aim to answer them – aim to WOW them.
- Personally and carefully engaging in a person as if they are the most important part of your day. Wow is joyful attention.
- HAVE JOY!

Joy is contagious, but also, joy in weird places creates curiosity.

Having joy in 2020 and your faith not changing and not being shaken is a big deal. Customer care cannot be faked, automated or mustered up in your own strength. To be able to care with the same love and drive and determination that took Jesus to the cross is something you will have to allow Christ to do in you and through you.