



## ***Providing Balanced Service***

*from A.C.E. Learning and Performance Solutions*

**Balanced Service** is when a company representative is able to solve the customer's problem effectively and efficiently while also providing *exceptional* customer treatment.

In any interaction between two people, there is a *business reason* and a *personal need* that has to be met. The business reason is what the customer is experiencing *externally* and the personal need is what the customer is experiencing *internally*.

Typically, service providers are very effective at dealing with the *business* side of the issue; however, they sometimes miss the mark by not attending to the *personal* need of the customer. In a problematic situation, the customer's opening statement and voice tone (plus body language in face-to-face situations) provide us with important information about whatever it is that is causing his or her "pain."

In order to provide balanced service, we acknowledge what the customer is experiencing internally—the personal need—and then take steps to correct the business reason for the call. Our goal is to give *special* attention to both the personal and the business needs thereby creating an A.C.E. for our customer!



Customer's  
personal needs  
(Internal)

Business  
reason  
(External)



This strategy applies to internal customers as well.

**Here are some Service Provider statements which are not customer-focused, followed by a response that would create an A.C.E. for the customer.**

1. Customer: "I'm calling to reschedule my service appointment because I have the flu."  
Service Provider: "When would you like to come in?"  
Customer-focused response: "I'm so sorry to hear that you aren't feeling well. When do you think that you will be able to come in?"
2. Customer: "I'm calling to report that my wallet was stolen this afternoon."  
Service Provider: "What is your account number?"  
Customer-focused response: "I am so sorry that happened to you. Are you all right? (Pause for answer.) Please give me your account number so that we can put you at ease about your card."
3. Service Provider: "How are you doing today?"  
Customer: "Today is my first day out of bed. I had a bad case of the flu."  
Service Provider: "How can I help you?"  
Customer-focused response: "I'm glad to hear that you are feeling better. Please tell me what I can do to help you today."

***Remember that our goal is to create A.C.E.s—Astounding Customer Experiences!  
How many A.C.E.s will you create today?***