



What is Customer Service?

Brandon Caudle, Support Center Manager of Delta Dental of California and blogger at www.customerservicevoodoo.com

Customer Service is the elusive, mysterious intangible that so often separates the mediocre from the good from the truly great. Virtually every facet of our daily lives has some aspect of customer service, yet we rarely encounter customer service that is above average and even less do we have a truly outstanding experience.

From our interaction with the cashiers and baggers at our local grocery store to the customer service agent who answers the phone when we call for help with our satellite TV system to the programmers that make the self service gas pump experience occur, we cannot go a single day without at least a dozen customer service interactions.

What makes some experiences good, many others average and a few really great? Some people believe that customer service is innate and that you either get it or you don't. Whether that is a true statement or not, the world has already shifted to a service oriented environment – stop and think about

it, I challenge you to count your customer service interactions today.

From the 2, 3 or more meals that we eat daily to the shopping (online or in person), there are customer service interactions literally all around us. Some are great, others are just horrible and quite a few are solidly in the never-never land of mediocre.

What exactly is it that makes a great customer service interaction? In nearly all cases, there is a combination of things that work together to make a memorable experience. In some cases, they mesh to form an experience which is quite forgettable - the customer does not encounter any issues and is very pleased, there are no complaints!

HDI is a great place to discuss these factors and to share your Customer Service experiences and ideas. Please join us in April as David Reed presents – Customer Service – Exposed!

April 2008 Issue

What's in this month Newsletter:

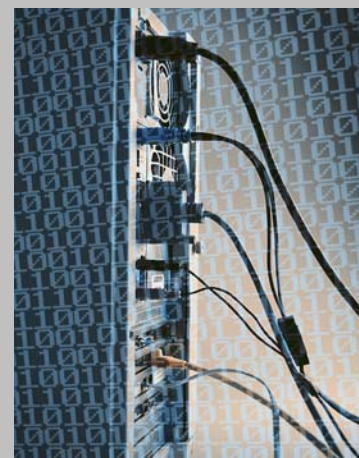
What is Customer Service?

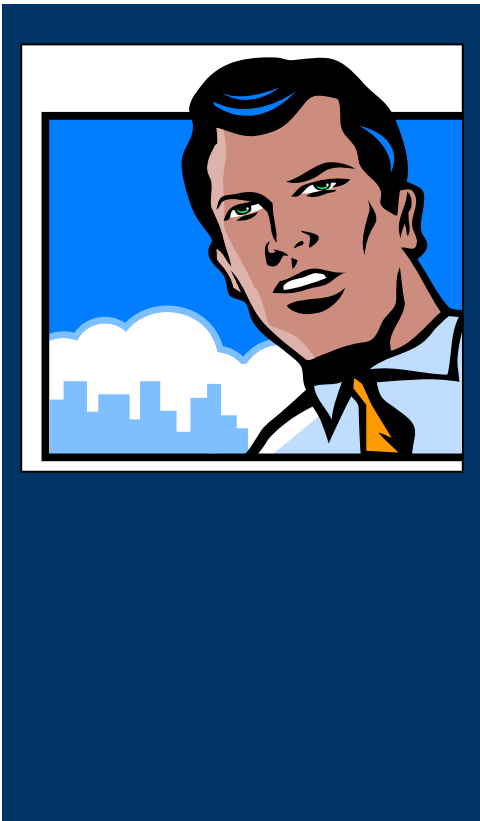
April HDI Meeting:
"Customer Service – Exposed by
David Reed of CCCG

Meeting will be held on April
17th at Heald College, Rancho
Cordova

Agenda and Sponsor

Sacramento Speaks





April 2008 HDI Meeting Location and Agenda!

Heald College
2910 Prospect Park Drive
Rancho Cordova, CA 95670

Directions from downtown:
Take Hwy 50 East to Zinfandel Drive.

Exit at Zinfandel Drive, stay in the middle lanes.

Continue straight across the intersection onto Gold Center Drive. (Do not turn left or right onto Zinfandel)

Turn left on Prospect Park Drive.

Continue along Prospect Park Drive to Heald College.

Agenda

3:00 – 3:15pm **Meet and Greet (Optional)** Join the chapter officers, members, and guests for refreshments at this informal networking opportunity.

3:15-3:30pm **Welcome & Announcements**

3:30-3:45pm **Sponsor Introduction & Presentation**

3:45-4:30pm **Guest Speaker: *David Reed of CCCG***

4:30pm **Door Prize Drawing**

This Month's Meeting is Sponsored by:



Meeting location provided by:
Heald College

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Sacramento Speaks

We are starting a new segment in our Newsletter in which we will feature an Interview with A Member of the Sacramento Chapter. We feel this segment will give us a closer view into our peers and provide ideas and thoughts for others who wish to grow. If you would like to be interviewed or wish to recommend someone for an interview, please contact Brandon Caudle at Brandon@delta.org.

This month's featured interview is with Ellen Donati. Ellen is currently the Service Desk Manger for the Legislative Data Center (LDC). She manages a team of 15 and a half people (one employee works part time) and covers a wide range of technical support functions. The LDC Service Desk supports 4,200 end users and receives an average of 2600 calls each month. They have a Level One resolution of 63% (SAC HDI note - the HDI Survey average is 57% - great job, LDC!)

SAC HDI: How did you get into IT and into IT Support management?

Ellen: I think that I moved into IT and IT Support a little differently than most people. I have loved computers as an end user. I remember when a computer replaced my typewriter and I was in heaven (or was it a stone and chisel?). I quickly became a Power User and I would help others use the computer to solve business problems. Whoever invented tables is my absolute hero. I never actually became a techie. I had a management background and was going back to school to upgrade my education and skills when I had to decide on choosing between an HR or IT degree. I chose IT. As it happened, someone in school with me recommended me for this job (at the Legislative Data Center) and here I am today!

SAC HDI: What is the most challenging part of your job?

Ellen: Probably like many others, it is getting the rest of IT to understand how hard this job (the Help Desk) is.

SAC HDI: We could not agree more, the Help Desk has to be one of the hardest jobs in IT, today's Help Desk has to balance tech skills and customer service like no other team in IT.

SAC HDI: What advice do you have for a new Help Desk Manager?

Ellen: First, sit with your people and find out what they do. Second, meet with your actual customers and develop a relationship with them. Third, develop relationships with the rest of IT.

SAC HDI: It sounds like relationships are the key for new Help Desk Managers.

Ellen: Yes, every relationship you develop will help you in the future.

SAC HDI: How has HDI helped you in your career and in your life?

Ellen: I find a lot of departments don't think to look to the outside their own realm for new ideas.

SAC HDI: Kind of inbred?

Ellen: Yes, I guess you could say so. With HDI, I have multiple sources of peers that I can go to in order to glean knowledge all the time. I have access to special information and to industry standards. I know what other companies are doing. I don't have to reinvent the wheel each time. I have seen people give away tons of information (sanitized of course) for free because they love sharing.

Also, when my career feels like it is stagnant, I can depend on HDI to make me feel better because I know I'm still developing and learning. If my mood goes south, I get uplifted from HDI meetings, from phone calls, a chat, even just an email. HDI is not just a work association, but also a way to give me a pep talk when I need it!

SAC HDI: If you could do anything for a living, what would you do?

Ellen: I would love to be a motivational speaker. I would really like to share with people ideas on how to take charge and be responsible for your own life.

SAC HDI: Wow! What a thought provoking dialog. Thanks, Ellen!