Discussion Guide for Customer Service Teams

We've surveyed hundreds of frontline customer service reps to learn what makes them #FreeToHelp customers … or not. In this Discussion Guide, we've shared their feedback. We hope you'll use this Guide to have an open discussion with your team.

#FreetoHelp	True for us?	How can we adopt this?
1. I was given the power to make a decision that would benefit both the customer and the company. I submitted the suggestion for review by my supervisor, who agreed that providing the service would be mutually beneficial, and I was able to give the customer the result they were looking for, as well as preventing the need for giving a credit.		
2. I worked with a customer for 20 minutes to find her address in our map system. I had to end up verifying her address with Google Maps because our system would not load the right area.		
3. A passenger on one of our flights missed a hockey game with his disabled son because our flight was delayed. I requested and was granted hockey tickets for a replacement game to send them to. Yeah!		
4. I think we have great latitude to help customers even within the company policies because our managers trust our judgment and abilities.		
5. Whenever a new situation occurs, the whole team is asked to submit feedback and update the team with a resolution if we get it. There is lots of communication.		
6. This year, we've had a strong focus on cross training. Now we can step in and help each other—and our customers—more quickly.		
7. The ability to work from home and have a flexible schedule allows for more resolution and less PTO being used.		
8. I can call a customer who emailed us or vice versa. Whichever works best!		
9. I had a customer who preferred to use one of the online forms we provide. But the form had been changed and no longer had the functionality they needed. It took some time, but I was able to get that form reverted while working with other departments to help the customer.		
10. I had to get over my personal insecurity about going above and beyond. I was afraid of making a mistake.		

Discussion Guide for Customer Service Teams

Not #FreetoHelp	True for us?	How can we improve this?
1. When we're on chat, we work with up to four customers at a time. This means we're not able to devote a great deal of attention to each customer.		
2. It's my personal insecurity that prevents me from being free to help customers.		
3. Most escalated issues require me to make a follow-up call. To do this, I have to enter an "After Call/Call Wrap" or "Customer Callback" status that impacts my Productivity. So, I'm punished for helping?		
4. Sometimes I can't get a timely response from other divisions. This keeps me from helping my customer properly.		
5. No empowerment. I must abide by "guidelines" & SOP. If I go against the guidelines and make exceptions, I get in trouble.		
6. Managers are prepared to listen to our ideas, but it doesn't really matter. Very rarely are our constructive ideas put into practice.		
7. Too many programs and not enough monitors. Lots of hopping back and forth between programs. I can't find what I need fast enough.		
8. We don't need more training as much as we need continued support from our leads in answering questions as we are faced with new scenarios every day.		
9. PLEASE make the knowledgebase easier to search. It's very unintuitive and makes it difficult to find answers that are definitely there somewhere. For example, searching "key word" will not get the same results as searching "key words," "keyword," or "keywords."		
10. We need a healthier office - better food, better environment, more resources for our reps to feel joyful and healthier mentally and physically. We deal with a lot of stress and then do not move.		