



Providing Customer Service

A USA Cycling Seminar

The Face of the Organization



- Interaction - Perception
- Dress
- Presentation
- Dealing with situations
- *You are the face of USA Cycling*

Characteristics

- Integrity
- Consistency
- Rapport
- Poise & Body Language
- Decisiveness
- Judgment
- Confidence
- Enjoyment of the Sport

Skillset

- Communication
- Confidence
- Motivation
- Relaxation
- Concentration
- Imagery

Special Training?



- Defuse anger
- Create a sense of calm
- Reduce stress levels

Growth for Everyone

- Good management practices
- Customer service
- Far-reaching effects on the general public



Keys of Customer Service



Handling upset “customers” the racers requires

- a proper sense of timing and
- the ability to keep your own emotions in check.

The Keys

- Listen.
- Don't be on the defensive.
- Find the exact problem.
- Restate the problem.
- Show understanding of their concerns
- Access the situation, fix the problem or find a solution.
- Give a time estimate on resolving.
- Give a proper answer with reasons.
- Give a token of caring.
- Follow up on promises.
- Re-think e-complaints.

Listen

Allow the rider to vent frustration.



Don't Be on the Defensive

*Keep your
tone calm.*



Find out the problem.

Know exactly what the problem is.



Restate the Problem

- Use simple, plain language that restates the problem in your own words to make sure you understood them correctly.
- Don't encourage arguments to continue.
- Abusive situations need to be dealt with immediately. Maintain steady, calm control.

Show understanding of their concerns

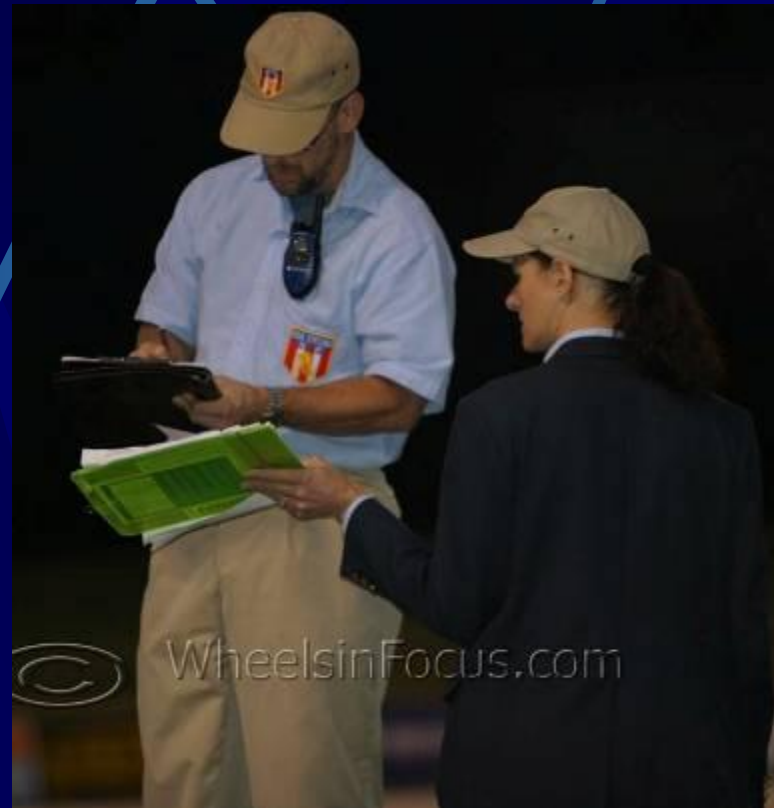
- Directing blame doesn't rectify the situation.
- Help them see the problem from someone else's perspective.



Assess the situation and fix the problem or find a solution

Courses of action:

- Review information
- Check with other officials' reports
- Assess the final sprint with jury
- Provide a solution



Give a time estimate

- How long will you need to resolve the issue?
- Have the protestor come back to you if possible.
- Don't let it interfere with the smooth flow of the overall event.

Give a proper answer with the reason for your decision



- Give good explanations
- Reverse incorrect calls
- Clearly state the actions being taken and their impact

Give a token of caring

- Appease an angry customer
- Send them away willing to return the next year.



Follow up on your promises

- Make recommendations to the organizer in *writing*
- Don't let the problem be an annually reoccurring one.

Re-think e-complaints

- Re-read emails from the complainant's perspective
- Have a third party read your response before sending it
- Consider a phone call instead.

Fingerspitzengefühle

The fine finger-tip touch of recognizing what the spirit of bike racing encompasses and correctly applying the rules to fit the situation.

