



Building a Culture of Great Service

Tabitha Mason
Zingerman's Cornman Farms, Managing Partner



WHO WE ARE: ZINGERMAN'S



MISS  KIM

Zingerman's
DELICATESSEN

Zing TRAIN

Zingerman's
roadhouse

Zingerman's

Zingerman's
BAKEHOUSE

mission statement

Zingerman's
FOOD
TOURS 

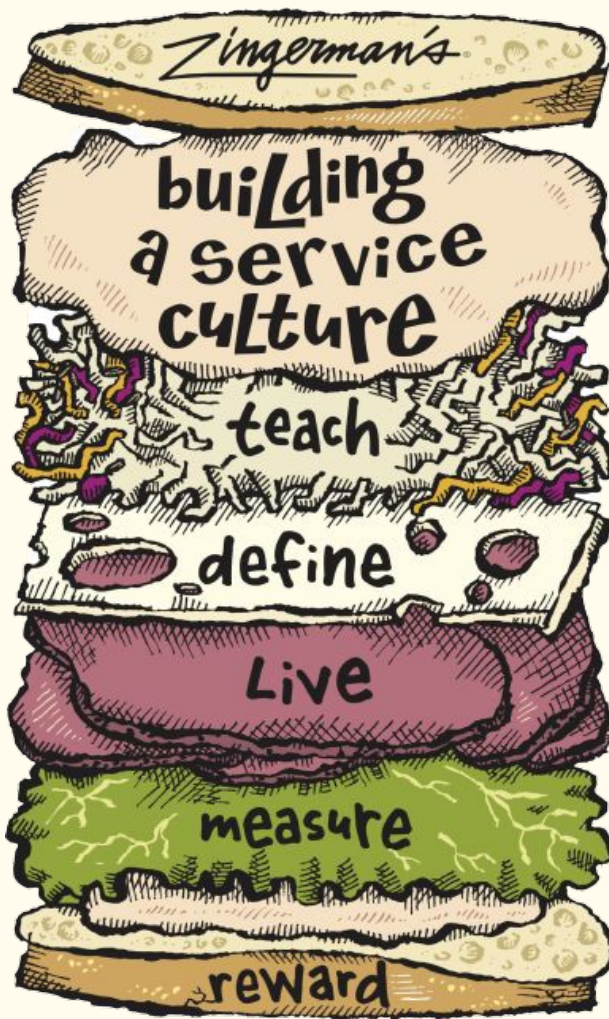
Zingerman's
COFFEE
COMPANY

We share the Zingerman's Experience
Selling food that makes you happy
Giving service that makes you smile
In passionate pursuit of our mission
Showing love and care in all our actions
To enrich as many lives as we possibly can.

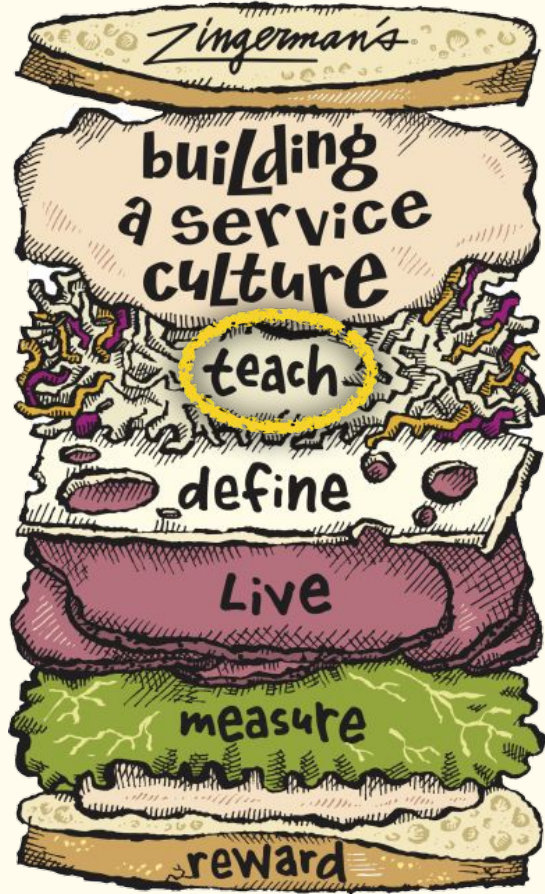
Zingerman's
mail order

ZINGERMAN'S
Cornman farms

Zingerman's
creamery

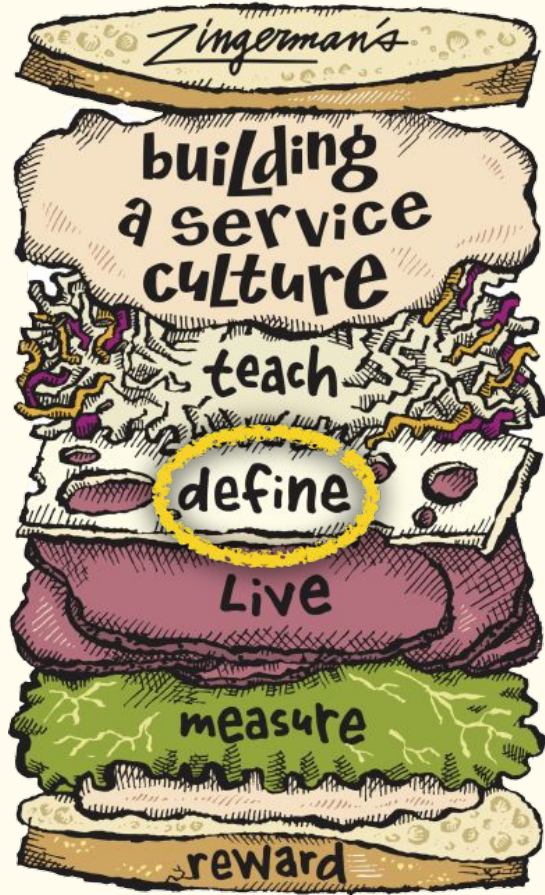


Teaching Great Service



- Not relying on common sense
- Clear behavioral expectations
- Organizational commitment to teaching

Defining Great Service



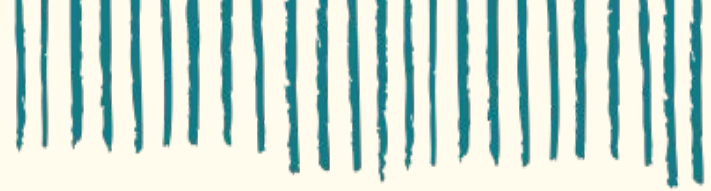
- Explicitly stating what “Great Service” means for your team
- Set everyone up for success
- Focus on what not how
- Consistent results in service delivery

DEFINE IT: Zingerman's 3 Steps to Giving Great Service

1. Figure out what the customer wants
2. Get it for them
 - Accurately
 - Politely
 - Enthusiastically
3. Go the Extra Mile



DEFINE IT: Zingerman's 5 Steps for Effectively Handling Complaints



before

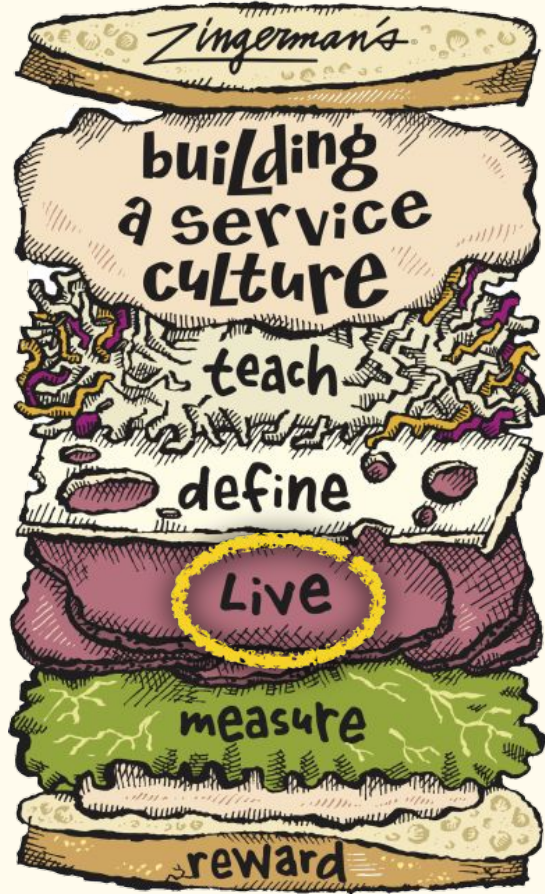


1. Acknowledge the complaint
2. Sincerely apologize
3. Take action to make things right
4. Thank the customer
5. Document the complaint

after

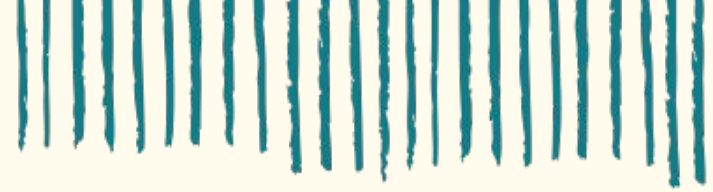


Living Great Service



- Power of Language
- No skunking
- Choosing to give great service every time, in every interaction

LIVE IT: Energy in Great Service

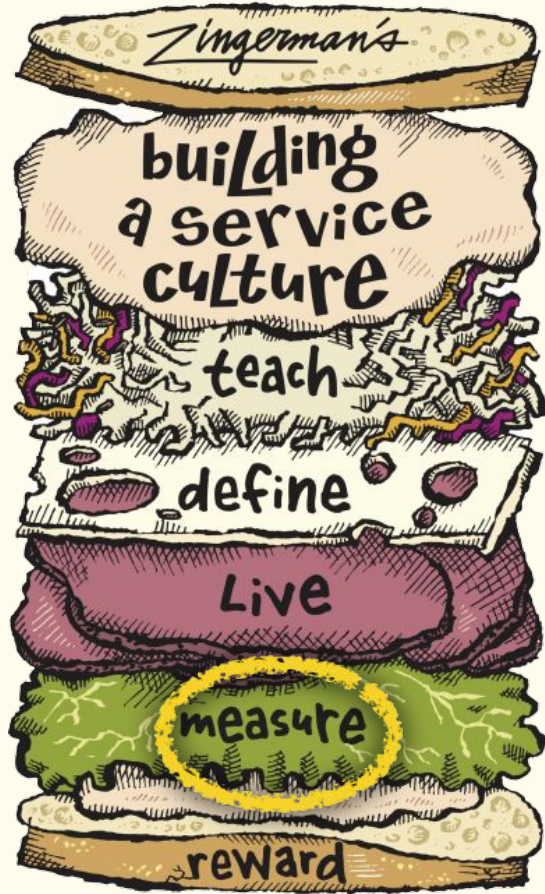


“Good energy is fun, inspiring, exhilarating and enjoyable. It quickly helps to get others into a good mood. Good energy is healthy, life giving and it contributes positively to pretty much everything from spiritual well being to measurable sales building.”

– Ari Weinzwieg, Zingerman’s Co-Founder and CEO



Measuring Great Service



- Away from “gut feeling” information to real data
- Capturing the voice of the customer
- Sharing positive feedback

Rewarding Great Service



- Genuine, specific appreciation
- Mix of private and public recognition



Thank you!

Tabitha Mason, Managing Partner

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