

Building Your FM Strategy Around Customer Service

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Today's Speakers



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Is Customer Service Really All that Valuable to FM?

New Debate Over Tangible Value

- Critical Success Factors (CSF) have changed for FM organizations
- Generational changes in the workforce place different value on customer service
- Technology is sometimes viewed as a substitute for customer service
- Workforce is more distrusting of customer service “lip service”



Value of Customer Service Starts With.....

- Understanding customer perspective
 - Customer are your priority
 - No customers; no FM
- Understanding customer expectations
- Knowing the difference between customer service and customer success
- Acknowledging customer hospitality as a new term of art



Customer

Determine and Satisfy Customer Expectations

- Customer service starts at the top
 - Management by walking around
- Customer service metrics in staff performance goals
 - Critical Key Performance Indicators (KPI)
- Customer service metrics for external service providers
 - Create transparency
- Establish customer “touch points”
- Provide customer service training for all staff
 - It is my job



Make FM Service Convenient for Customers

- How customers learn about service
- How customers access service capabilities
- How customers request service
- How customers communicate service problems
- How customers input suggestions for service delivery



Establish a Branding and Marketing Strategy for Your FM Organization

- Reinforce your value proposition
- Differentiate your FM organization from other service providers
- Create opportunities to showcase your FM success
 - Lunch and learns
 - Dog and pony shows
 - Social media
 - Traditional media
 - Within FM industry



Tell Your Story

Gather Customer Service Feedback

- Surveys
- Focus groups
- Work order ticket feedback
- Testimonials
- Service provider reports
- Benchmarks with peers in FM industry



Use Customer Service Data

- Don't waste valuable customer time
- Incorporate findings into:
 - Annual reports
 - Customer reports
 - Staff performance evaluations and reviews
 - External service provider negotiations
- Become the standard bearer within your enterprise
 - Create the customer service bar



Keep Learning: Customer Service

Articles

For FM Success, Focus on New Customer Service
FacilitiesNet

<http://bit.ly/FNCS1>

Customer service in FM: Are we getting it right?
IWFM

<http://bit.ly/IWFMCustServ>

6 Ways to Add Value with Good FM Customer Service
FacilitiesNet

<http://bit.ly/FNCS2>

Books

Quality Facility Management: A Marketing and Customer Service Approach

Authors: Stormy Friday and David G. Cotts

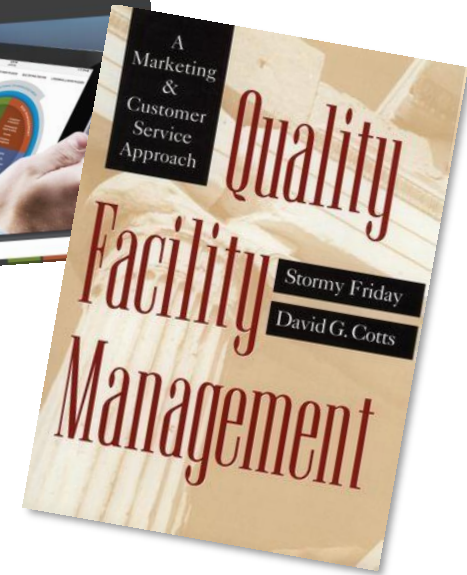
New York: John Wiley & Sons, 1995.

Training

ProFM® Credential Program

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Questions?

Customer Service in FM

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