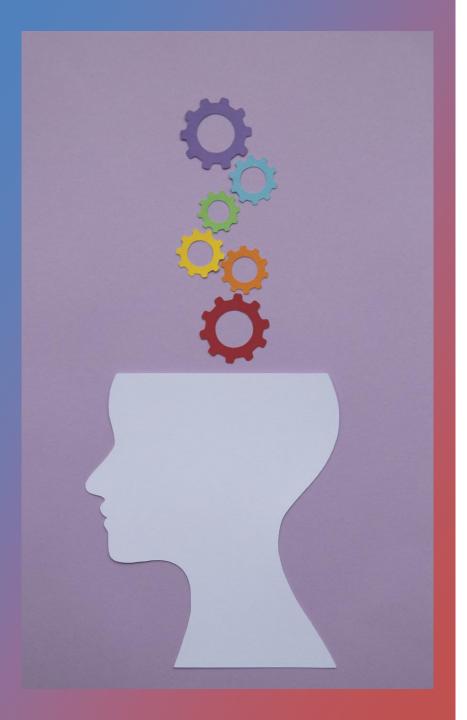


Customer Service from the Inside Out

The Mindset Behind Exceptional Support

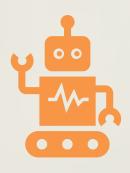
Facilitated by
Coach Jose Johnson
For
Stago USA

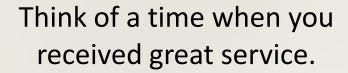


"Great service doesn't start with what you do — it starts with how you think."

Coach Jose Johnson

Reflection Question







What made it memorable?

Today's Focus

Understand how your mindset shapes communication, empathy, and impact.



The Five Big Questions

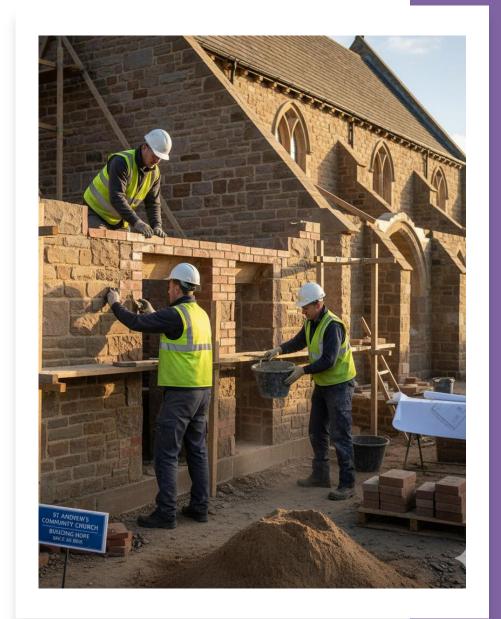


#1 Why Is This Important?
The Big Picture

The Big Picture: Why Is This Important?

The Parable of the Three Bricklayers:

- 1. "I'm laying bricks."
- 2. "I'm building a wall."
- 3. "I'm building a cathedral."



The Big Picture: Why Is This Important?

→ Same work, different mindset.



The Big
Picture:
Why Is This
Important?

Reflection: Are you

- 1. Laying bricks (pay check)
- 2. Building a wall (advance yourself), or
- 3. Building a cathedral (advance others)?

And if your answer is #3, what "cathedral" are you building?



#2 Who Am I Helping?

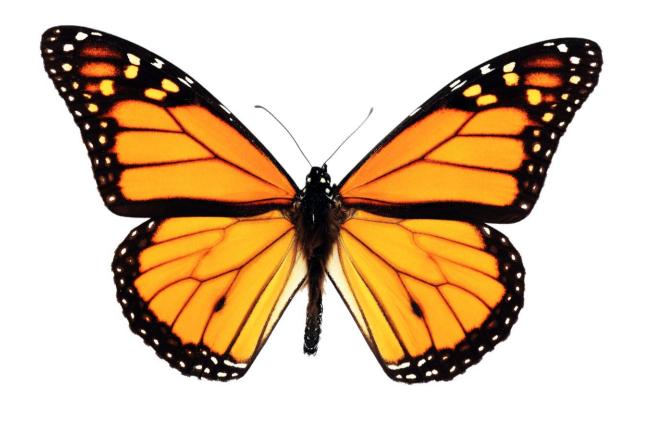
The Ripple Effect of Service



Upstream: Who supports you?



Downstream: Who benefits from your work?



The Ripple Effect of Service

Every small action has a ripple effect (The Butterfly Effect).

Reflection

HOW CAN YOU IMPROVE YOUR UPSTREAM RELATIONSHIP?

HOW CAN YOU IMPROVE YOUR DOWNSTREAM RELATIONSHIPS?

HOW MIGHT YOUR ACTIONS TODAY IMPACT SOMEONE YOU'LL NEVER MEET?



#3 How Am I Helping?

From Good to Great Service

From Good to Great Service

+

Golden Rule: Treat others the way YOU want to be treated.

Platinum Rule: Treat others the way THEY want to be treated.

)

From
Good to
Great
Service

How would you define exceptional service?

How can you find out what your customer considers exceptional service?

But even with the best intentions, our minds can sometimes get in our own way.



Beware of Biases



What Are Biases?

Bias is an "inclination or predisposition for or against something", representing a tendency or preference that can influence responses, perceptions, or actions.

APA Dictionary of Psychology

What Are Biases?

Biases aren't about bad intentions

— they're about invisible shortcuts
our brains use to make quick
judgments.

Confirmation Bias

Q

We naturally look for evidence that supports our beliefs.

?

In service: if we think a call will go bad, we will focus on all of the negative parts of the call.



Mindset shift: "Stay curious, not convinced."

Attribution Bias

Q

We explain others' behavior based on character, not circumstance.



In service: assuming a frustrated lab manager is being difficult rather than stressed about workflow interruptions.



Mindset shift: "Ask what might be influencing this behavior, not what's wrong with this person."

Anchoring Bias

Q

The first piece of information we receive sets the tone for everything that follows.

In service: if the call starts tense, we may subconsciously mirror that tension.



Mindset shift: "Reset your tone as the conversation evolves."

Horn/Halo Effect

Q

We let one strong positive or negative charecteristic define our entire perception of someone.



In service: treating a "pleasant" customer as more deserving of help, or disengaging from one who's curt.



Mindset shift: "Judge each interaction on its own merit."

Reflection

Which of these biases do I recognize in my daily interactions?

How can I interrupt bias before it affects my behavior or choices?

What systems or habits could I use to upgrade to platinum service?



The Million Dollar Question



From Good to Great Service Activity

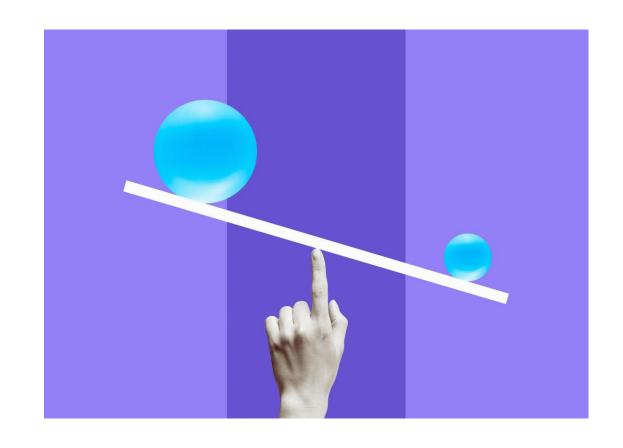
Role-play adapting to different customer types.



#4 What Can I Do to Improve My Impact?

More or Less?

- Doing MORE is not always better
- Doing LESS is not always bad



The 'More or Less' Exercise

What do I need to do:



More Of → Ex.
Listening, patience, empathy.



Less Of →Ex.
Rushing, assuming, personalizing stress.

Pro Tip: Don't be afraid to ask for help, clarity, or feedback.



Bonus Tool

90-Second Reset for composure.



"To Be" List

- Look at your appointment list
- Determine who you need to be to best serve the client





#5 When Am I Helping?

Responsive vs. Proactive Mindset

Responsive: Waits for problems, reacts quickly.

Proactive:
Anticipates needs,
prevents issues.

Reflection

What would proactive service look like in your daily work?



Integration & Commitments

Mindset Loop



Action Plan

My trigger: My shift: My new response:



Wrap-Up & Reflection

Key Takeaways



You're part of something bigger — your cathedral.

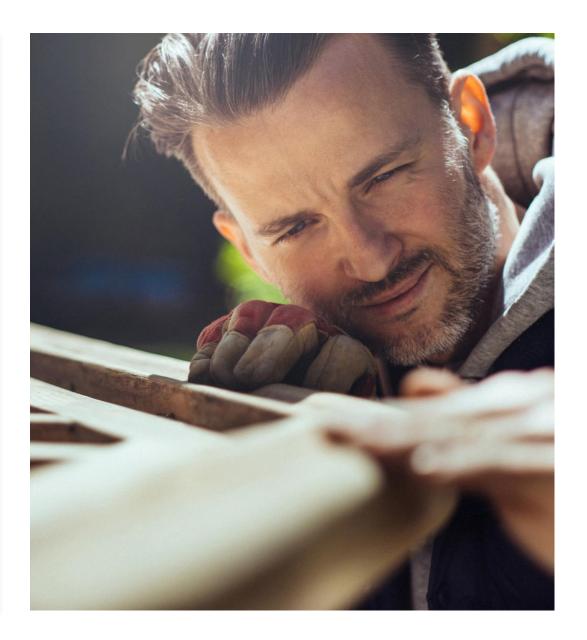


Every action has a ripple effect.



Great service begins with the right mindset.

"Excellence is not about doing more. It's about being more intentional in what you do." — Coach Jose Johnson





Let's Stay In Touch!

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