

# Introducing KTG's New Customer Service Success Rebranding Program



*Anyone can sell a copier but it's the Customer Service that keeps the client.*

**Kate Kingston,  
President, Kingston Training Group**

**The purpose of this program is to evaluate and enhance the communications, (both electronic and verbal) when communicating with customers, vendors or any other inhouse employee interactions so that your dealership can rebrand and standardize incoming query answers, show consistent customer appreciation and deliver a more professional communication experience throughout the entire organization.**

**What is your delivery team saying right now to your customers to promote customer appreciation?**

**How professional are the outgoing voicemail messages in your contract department?**

**What are your technicians saying to promote additional selling opportunities and bring back qualified leads?**

**Does everyone in your customer service department answer and end the phone call the same way?**

# Examples Of Client Original Deliverable Vs. KTG Enhancement

## Original Deliverable:

*Hi, We received a notice from our spam filter that there was a problem with the email address we have for you. Can you please verify your correct email address and also let us know whether you received an email from us for the meter reading? It would have come from \_\_\_\_\_ (Insert email address).*

*Thank you. We appreciate your help.*

## KTG Enhancement:

**Subject Title:** From \_\_\_\_\_ (Insert your dealership name); \_\_\_\_\_ (Insert customer name), we received a notice about a problem with an email we have for you. - \_\_\_\_\_ (Insert your name)

### Body:

Good morning \_\_\_\_\_ (Insert customer name),

Here at \_\_\_\_\_ (Insert your dealership name), we are continuously striving to have the most current contact information for \_\_\_\_\_ (Insert the name of their company). This allows us to provide service as quickly and efficiently as possible for you.

We recently received a notice from our spam filter that there was a problem with the email address we have on file for you. Can you please verify your correct email address and let us know whether you received an email from us regarding your meter reading? It was sent from \_\_\_\_\_ (Insert the email address).

Thank you for checking this and for your quick reply with any corrected or updated email contact information. You can certainly reply to this email or please feel free to call us. My contact information is enclosed.

\_\_\_\_\_ (Insert your dealership name) appreciates your business. We are focused on the success of \_\_\_\_\_ (Insert the name of their company) through technology innovation.

## KTG Enhancement

**Subject Title:** Good Morning \_\_\_\_\_ (Insert clients name), thank you for your email. Here is a copy of your revised invoice that you requested. - \_\_\_\_\_ (Insert your name)

### Body:

Good Morning \_\_\_\_\_ (Insert their name),

Thank you for being a valued customer. My colleague shared that you called today and requested that we update your meter reading and revise your last invoice. I am happy to report that this has been completed!

Please let me know if there is anything else I can do to be of service.

Everyone at \_\_\_\_\_ (Insert your dealership name), appreciates your business and is focused on your company's success.

## Original Deliverable:

*Hi Sue, my colleague let me know you called today, sorry for the delay. We have updated your meter readings and revised the last invoice. Please see attached.*

*Best, \_\_\_\_\_*

## Original Deliverable:

*"Hi - Thank you for submitting your count online for us. Can you please double check it for us? The count came through as "0". Please either send the counts by return email or resubmit. Make sure that no front zeroes or any punctuation is used - that could cause this to happen. We appreciate your cooperation."*

## KTG Enhancement:

**Subject Title:** Good Morning \_\_\_\_\_ (Insert clients name). I had a quick question regarding your online count submission for copies from \_\_\_\_\_ (Insert your name) to \_\_\_\_\_ (Insert your dealership name)

### Body:

Good Morning \_\_\_\_\_ (Insert their name),

I am writing to thank you for submitting your meter reading online for us.

Here at \_\_\_\_\_ (Insert your dealership name), we continue to strive towards reducing the workload for our clients, even when delivering important information to us. We are glad that the online submission is working for you. When you submitted, the count came through as "0". We would ask if you could double check your numbers and make sure that no front zeroes or any punctuation is used. That is usually the cause of a "0" value submission. Please resubmit online, or if you prefer, you may respond with your numbers via email. .

\_\_\_\_\_ (Insert your dealership name) appreciates your business. We are focused on the success of \_\_\_\_\_ (Insert the name of their company) through technology innovation.

# A Few Examples of the Types of Talk Tracks & Email Templates KTG has Created/Enhanced for Our Clients

PHONE ANSWERING AND VOICEMAIL TEMPLATES FOR EACH DEPARTMENT TEMPLATE  
SUCCESSFUL SUPPLY ORDER RECEIVED AND CONFIRM EQUIPMENT ID CONFIRMATION EMAIL TEMPLATE  
SUPPLY REQUEST CONFIRMATION EMAIL TEMPLATE  
SUCCESSFUL SERVICE REQUEST RECEIVED AND CONFIRM EQUIPMENT ID EMAIL TEMPLATE  
SERVICE REQUEST CONFIRMATION EMAIL TEMPLATE  
CUSTOMER PORTAL INFO: SIGN UP USING OUR PORTAL EMAIL TEMPLATE  
TONER RECYCLING: SENDING PREPAID SHIPPING LABELS EMAIL TEMPLATE  
TONER SHIPPED, POD SHOWS TONER DELIVERED/SIGNED BUT CUSTOMER SAYS DOESN'T HAVE THE TONER TALK TRACK  
1ST ATTEMPT STALE - REPORTING TOOL STOPPED REPORTING EMAIL TEMPLATE  
STALE DEVICES EMAIL TEMPLATE  
INCOMING CALL FOR CUSTOMER PRINT – SCAN ISSUE TALK TRACK  
5-STEP WASTE CONTAINER ISSUE  
CUSTOMER ETA REQUEST FOR SERVICE TECHNICIAN DURING HIGH CALL VOLUME DAY TALK TRACK  
OPEN ACCOUNT BALANCE EMAIL TEMPLATE  
PRIOR TO SUSPENSION 60+ DAYS EMAIL TEMPLATE  
FINAL NOTICE 90+ DAYS EMAIL TEMPLATE  
LEASE PAYMENT CORRECT ADDRESS TALK TRACK  
DOUBLE PAYMENT/ PD CREDITED INVOICE TALK TRACK  
COLLECTION NOTICE EMAIL TEMPLATE  
DEALERSHIP PRESIDENT PERSONAL LETTER THAT DELIVERY TEAM PRESENTS  
ENTERED METERS CAME THROUGH OUR SYSTEMS AS "0" EMAIL TEMPLATE  
ENTERED METERS ARE LOWER THAN PREVIOUSLY EMAIL TEMPLATE  
CUSTOMER PORTAL SIGN UP INFO EMAIL TEMPLATE  
CUSTOMERS CALL ASKING LEASING QUESTIONS THAT REQUIRE ADDITIONAL RESEARCH TALK TRACK  
DELIVERY SCHEDULE TO CUSTOMER EMAIL TEMPLATE  
OBTAINING VENDOR SHIPMENT TRACKING INFORMATION OF A PURCHASE ORDER EMAIL TEMPLATE  
ETA AND / OR TRACKING NUMBERS TO DEALERSHIP INTERNAL TALK TRACK  
NEW COPIER INQUIRE EMAIL TEMPLATE  
TICKET IS TRANSFERRED, AND THEY CAN'T SOLVE THE ISSUE EMAIL TO THE CUSTOMER STATING THAT THE CUSTOMER MIGHT NEED ADDITIONAL SERVICE EMAIL TEMPLATE  
YOUR ISSUE IS RESOLVED EMAIL TEMPLATE  
NEW TICKET CREATED EMAIL TEMPLATE  
TICKET COMPLETED EMAIL TEMPLATE  
REMOTE ACCESS NEW INSTALLATION AND NETWORKING EMAIL TEMPLATE  
PHONE CALL PRIOR TO DRIVERS ARRIVING TO CUSTOMER'S OFFICES - ON TIME FOR PICKUP AND DELIVERY TALK TRACK  
PRIOR TO DRIVERS ARRIVING TO CUSTOMER'S OFFICES ON TIME EMAIL TEMPLATE  
DEALING WITH SALES REPS OVER PROMISING TALK TRACK  
FOR PHONE CALL REGARDING TONER RETURN AND REIMBURSEMENT TALK TRACK  
TONER RETURN AND REIMBURSEMENT EMAIL TEMPLATE  
NOTIFYING CUSTOMER PRIOR TO DRIVERS ARRIVAL EMAIL TEMPLATE  
LINKEDIN PROFESSIONAL HEADER CUSTOMIZED FOR EACH DEPARTMENT  
PROFESSIONAL SUMMARY WRITTEN BY KTG

KTG can bring new talk tracks/email templates to enhance client customer service experiences as well as create new selling opportunities to your dealership

### New Ticket Created Email Template

**Subject Title:** Good Morning \_\_\_\_\_ (Insert clients name), I am writing to let you know \_\_\_\_\_ (Insert your dealership name) is currently working to quickly resolve your technology issue. We are on it! - \_\_\_\_\_ (Insert your name) from \_\_\_\_\_ (Insert your dealership name)

**Body:**

Dear \_\_\_\_\_ (Insert their name),

This email is to notify you that we have received your request for assistance with a technology issue. We will work with you to solve this as quickly as possible.

I have personally connected with our technical support team members and a Systems Engineer will contact you to work with you to resolve this issue.

Thank you for this opportunity to deliver a quick resolution. We appreciate your business.

Your Technical Support Team.

\_\_\_\_\_  
(Insert your contact info)

### End of Service Visit Smart Connect Selling Opportunity Talk Track

**You:** Mr./Ms. \_\_\_\_\_ (Insert their name), {{{Hand customer Smart Connect Coverage literature}}}

Before I leave, I would also like to give you some literature about a solution called SMART CONNECT COVERAGE. This equates to no more worrying about incurring additional costs each time you encounter unexpected MFD or printer network issues and require a service visit like today **for less than a \$1 A DAY**.

**COVERAGE INCLUDES:** NETWORK ISSUES, IP CONFLICTS, INTERNET SERVICE PROVIDER CHANGES, PRINT QUEUE ISSUES, DRIVER ISSUES.

This might be worth investigating so that you will be covered for some of these issues going forward. I will take the liberty of sharing with your account manager that we talked about this so they can reach out to you if you want to learn more. Will that work?

### Phone Call prior to Drivers Arriving Late to Customer's Offices

**You:** Good Morning my name is \_\_\_\_\_ (Insert your name). I am part of your technology team from \_\_\_\_\_ (Insert your dealership name) and I am calling to provide an estimated window of time for my arrival at your offices at \_\_\_\_\_ (Insert address). I wanted to be respectful of your time and so that you can better plan your workday, I will be leaving my current customer delivery visit in a few minutes and anticipate with traffic on arriving at your offices about \_\_\_\_\_ (Insert time you will be there).

While I have you on the phone if you have a moment, are there any special instructions about our delivery for example is there a loading dock or difficulties that you can share with me bringing the technology into your space?

**Them:** Describes delivery instructions

**You, if you don't need any more information or after they shared additional information:** Thank you for sharing that me. I will think about this on my drive over and be fully prepared. I look forward to seeing you soon.

Contact us to schedule  
a **FREE Demo**

646-831-5184

[kkingston@kingstontraining.com](mailto:kkingston@kingstontraining.com)