

The Value of an Online Customer Service Solution

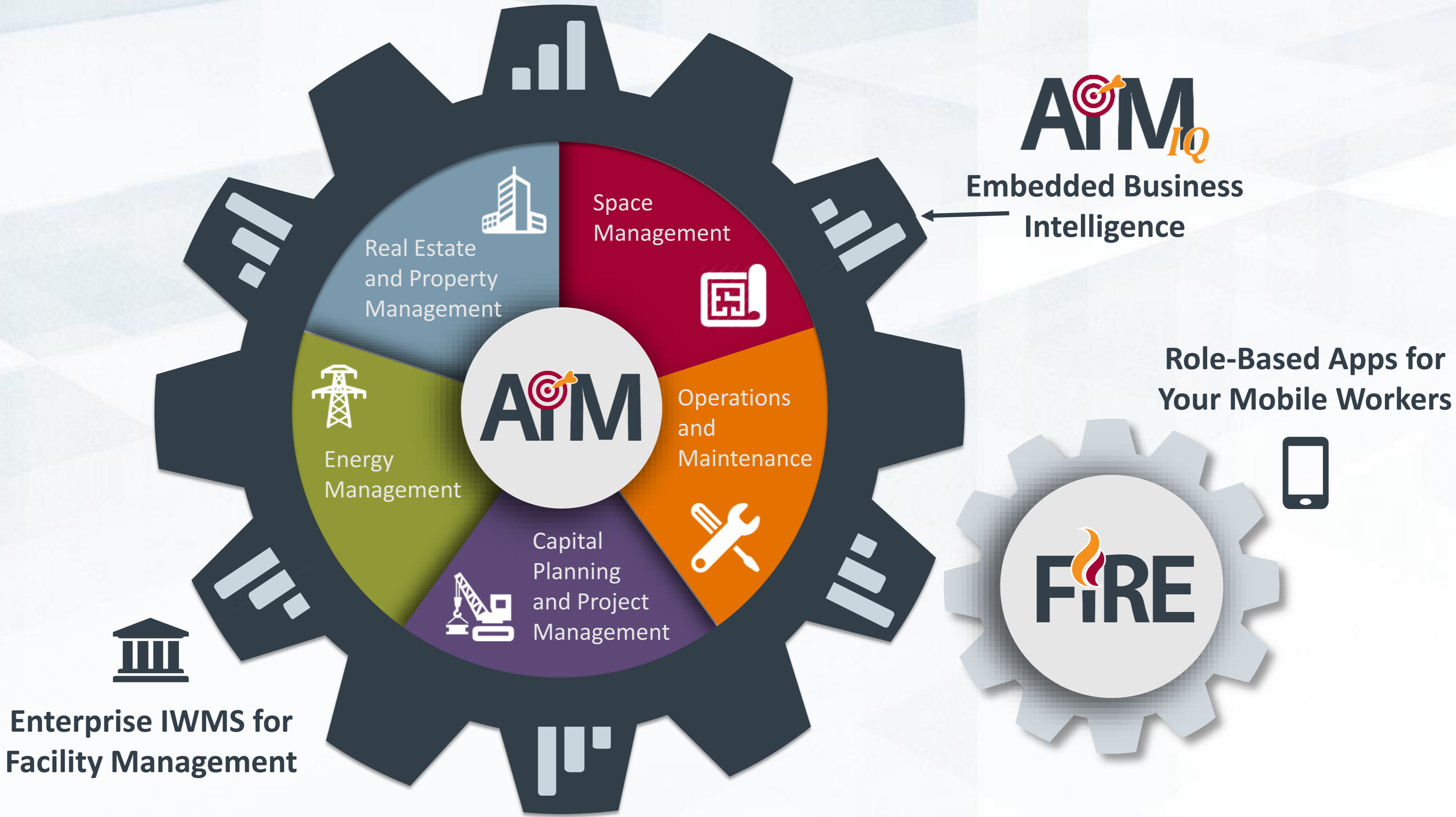
Presented By: Randy Walsh



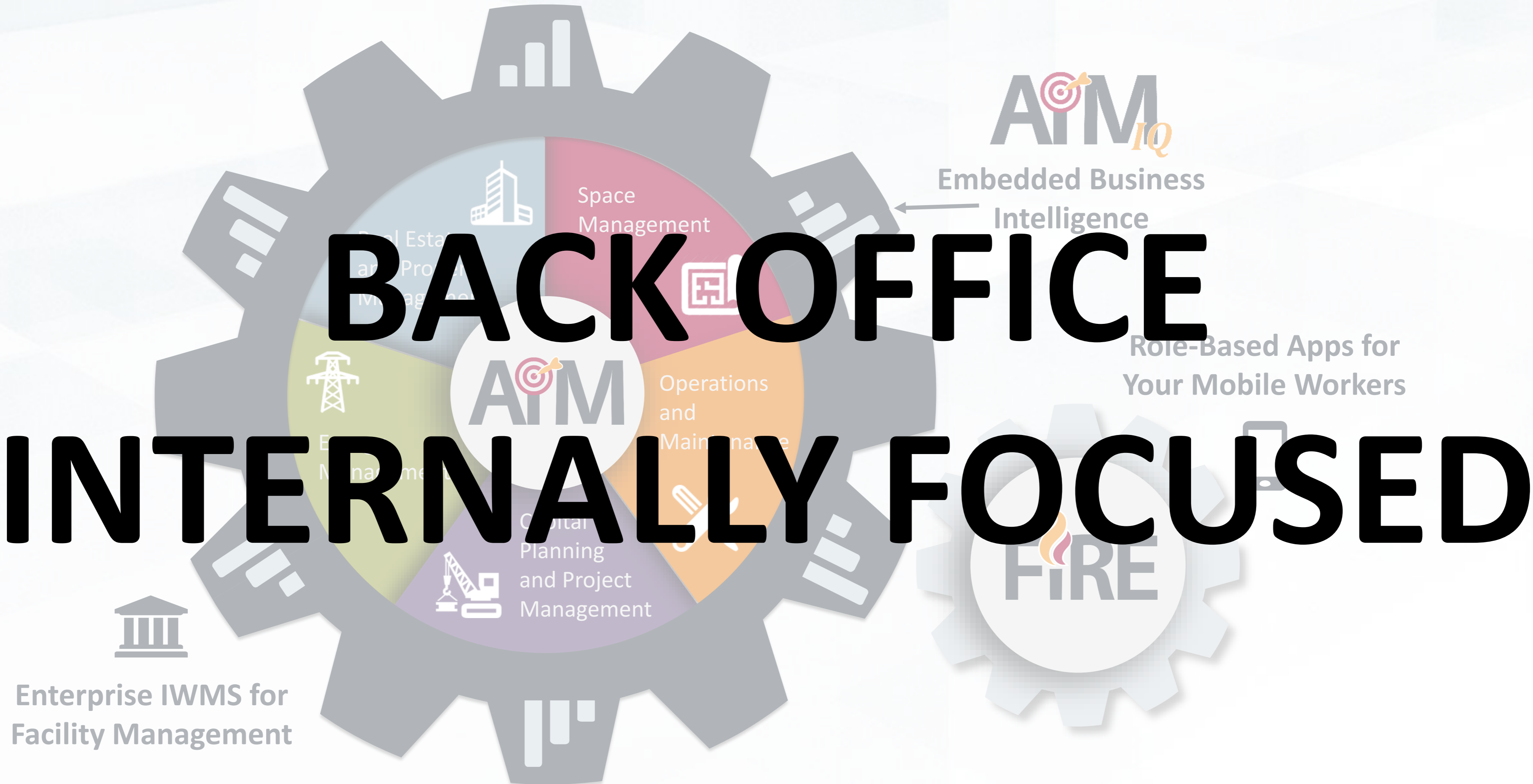
Eric Hougen
Software Product Manager

- Director of Technology at George Washington University 2009-2018
- Joined Assetworks in June, 2018
- Implemented Customer Request, twice

The AssetWorks Integrated Workplace Management System



The AssetWorks Integrated Workplace Management System



Shifting Focus to our Customer's Customer

Customer Facing Focus

Session Title

The Value of an Online Customer Service Solution

What Does that really mean?

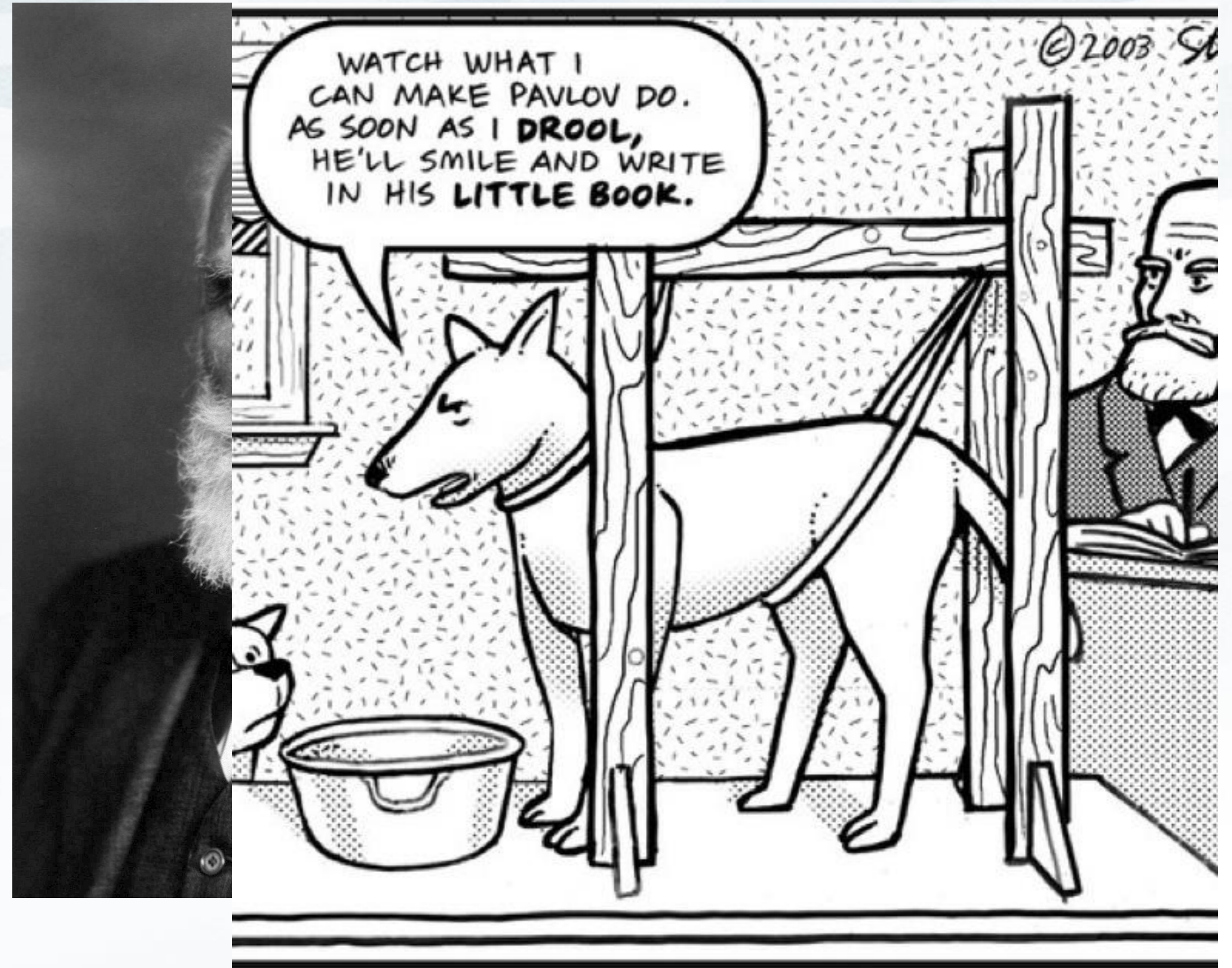
What are we going to be talking about?

The Psychology of Waiting and the Impact on Customer service

Sigmund Freud



Ivan Pavlov





The Psychology of Waiting Lines

David Maister is the author of *Managing the Professional Service Firm* (1993), *True Professionalism* (1997), *The Trusted Advisor* (2000) (coauthor), *Practice What You Preach* (2001) and *First Among Equals* (2002) (coauthor.) Prior to launching his (solo but global) consulting practice in 1985, he served as a professor at the Harvard Business School.

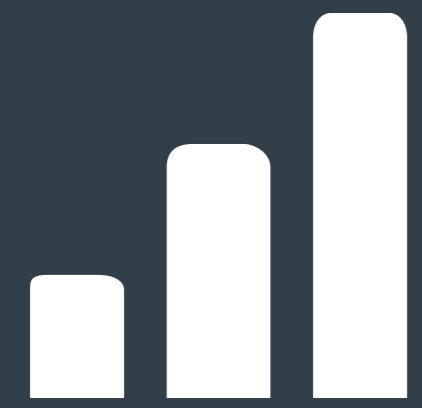


Humans are hardwired to hate waiting. It's torture.





“Waiting is frustrating, demoralizing, agonizing, aggravating, annoying, time consuming and incredibly expensive.”



We overestimate the time
spent waiting in lines by a
whopping 36 percent!

**MIT researcher Richard Larson*



In hospitals, timeliness of care has a strong correlation to patient satisfaction.



Delay is often the most important factor influencing restaurant evaluation.

Culture of Impatience and Instant Gratification

Your life blood, students, are now attached at the hip to their mobile device(s) and expect instant information and updates just like they get from SnapChat and Instagram...

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12:02 ↵

LTE

See where and how fast.



PANDORA

Yesterday, 5:00 PM

Journey Radio misses you! Tune in now to hear some old favorites.



FLY DELTA

Yesterday, 3:58 PM

DL1307 Departure Time Change New ETD: 6 Mar 4:14 PM Atlanta, GA (ATL) Gate B11 - Domestic Term-South



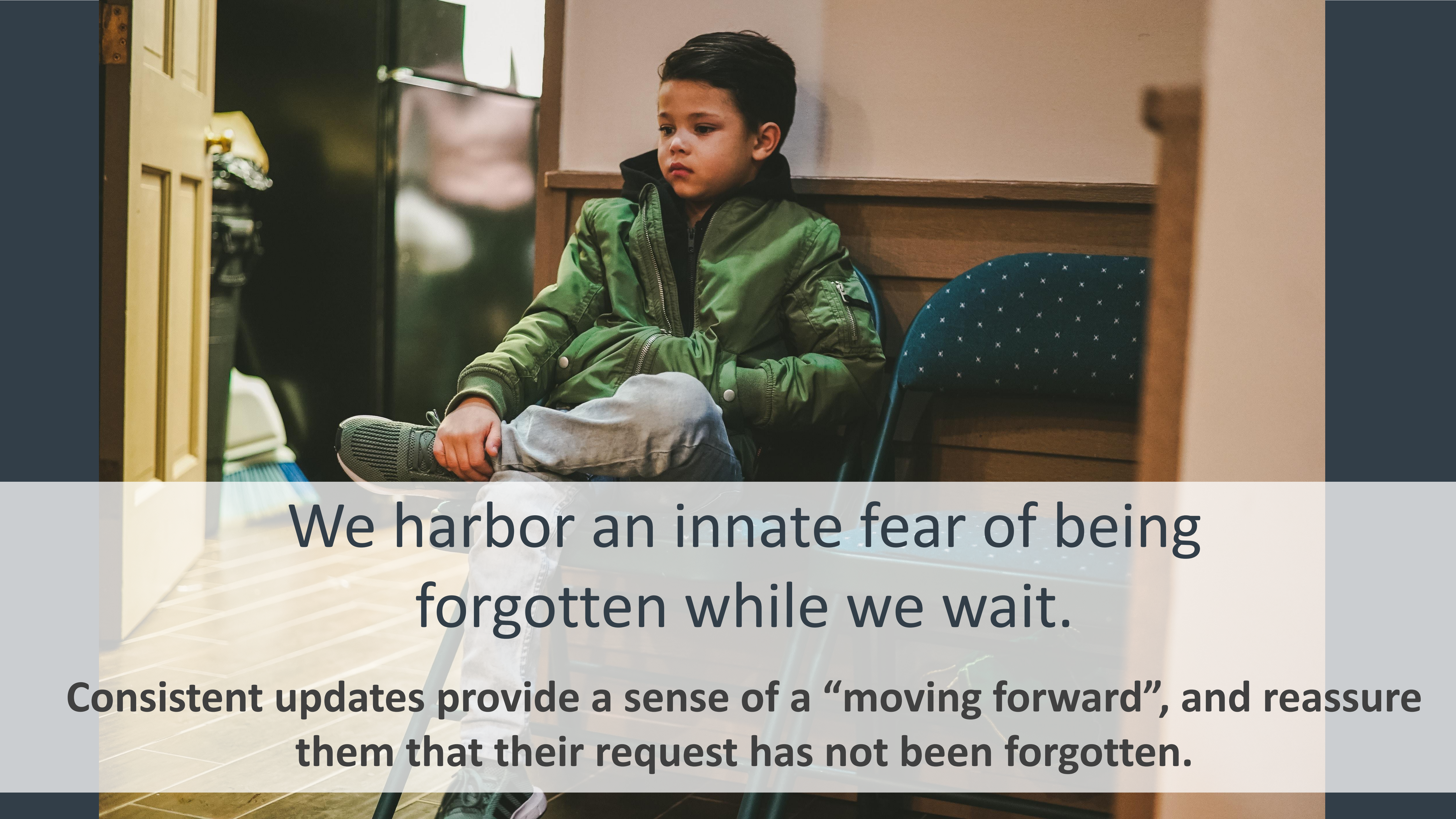
NFL

Yesterday, 2:42 PM

Breaking News: Bears to place transition tag on Kyle Fuller. By putting the cornerback on the transition tag, Chicago can match any offer made to Fuller, Ian Rapoport reports.

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1. Notify your customers you have received their request and update them on any change to their request

A young boy with dark hair, wearing a bright green jacket and light blue jeans, is sitting on a wooden chair with a blue patterned seat cushion. He is looking off to the side with a thoughtful or perhaps slightly sad expression. The background shows a doorway and a tiled floor, suggesting an indoor setting. The image has a soft, slightly blurred quality.

We harbor an innate fear of being forgotten while we wait.

Consistent updates provide a sense of a “moving forward”, and reassure them that their request has not been forgotten.

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When we know we're cared for, we relax and trust the process.



This psychological trigger is why we feel antsy during our 15-minute wait for a seat at the Japanese steakhouse, yet we're perfectly comfortable relaxing as we watch the chef prepare our food for 30 minutes. When we know we're cared for, we relax and trust the process.

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2. Build trust with your customers that they are receiving a fair turn.



There's something that appeals to our sense of fairness that requires an orderly process for "our turn."



This is why road rage sets in when we're cut off in traffic or someone jumps ahead of us in line.

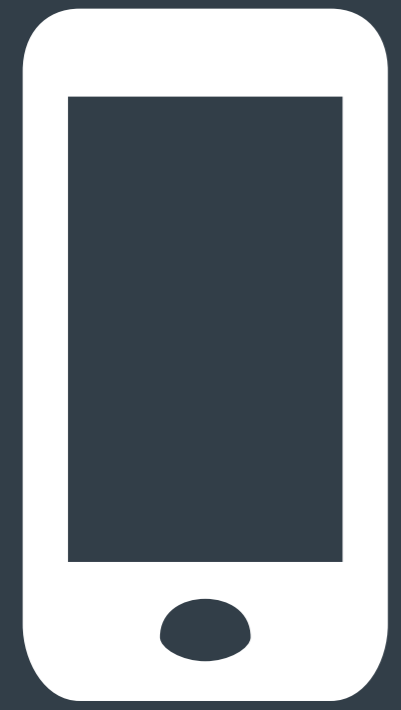
Customers need reassurance that their request has been processed, and they will receive attention within fair timing.

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Customers feel slighted when they see others receiving attention while they're still waiting their turn.

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Even if there's a good reason, (e.g., waiting for parts on backorder, emergency weather, or safety hazards), They feel as though they've been overlooked or skipped when others receive service ahead of them.



It is critical to communicate
with customers every step of
the way.

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Establish a deliberate policy of regular contact with your customers and satisfaction will climb.



ER patients like to be checked in with every 20 - 30 minutes while they wait (Keep your customers regularly informed - even if there's no new news)

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3. Provide approximate wait times



Uncertain wait times are perceived as longer than known wait times.

Take a cue from the Magic Kingdom



OMG IT'S LESS THAN TWO HOURS




QUICK LET'S GET IN LINE!

People are willing to wait patiently when the period of time is a known quantity.

Disney:

- Tells you expected wait times up front
- Entertains you while you are in line with tactics like strategically-placed videos or characters in costume
- Estimates a 45 minute wait when they know it'll be closer to 30 minutes



“Boredom results from being
attentive to the passage of time”

~ William James

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4. Provide explanation for delays



Unexplained waits seem longer than explained waits.

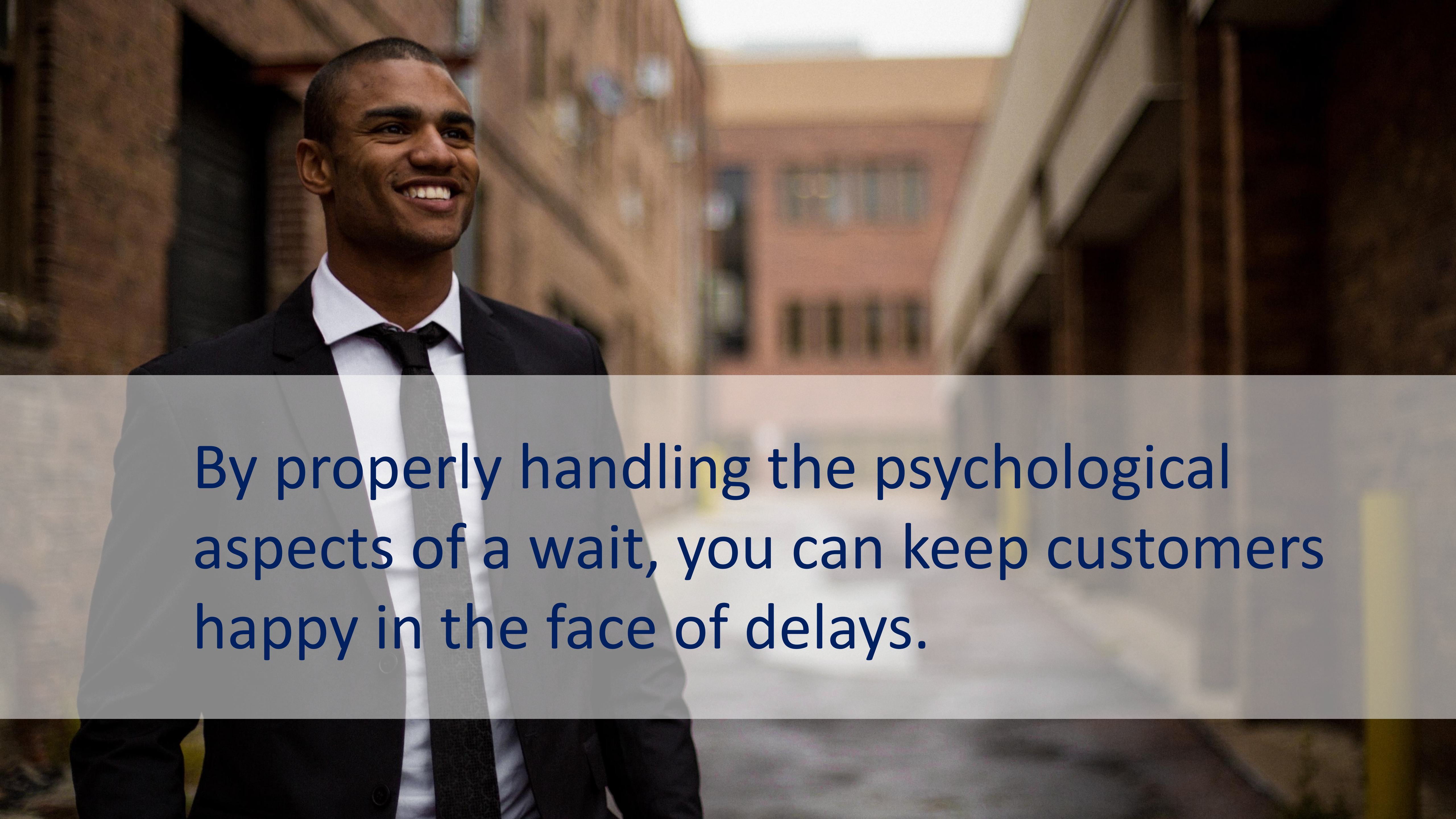
This is why pilots will announce the reason for delayed takeoff or delayed arrival.

Passengers have no power over the number of planes ahead of them for takeoff or the directions given by air traffic controllers to the crew.

However, they feel appeased knowing why they'll be 45 minutes late landing in Phoenix.





A man with short dark hair, wearing a dark suit, white shirt, and dark tie, is smiling and looking off to the side. He is standing in an urban environment with brick buildings in the background. A semi-transparent grey box is overlaid on the lower half of the image, containing text.

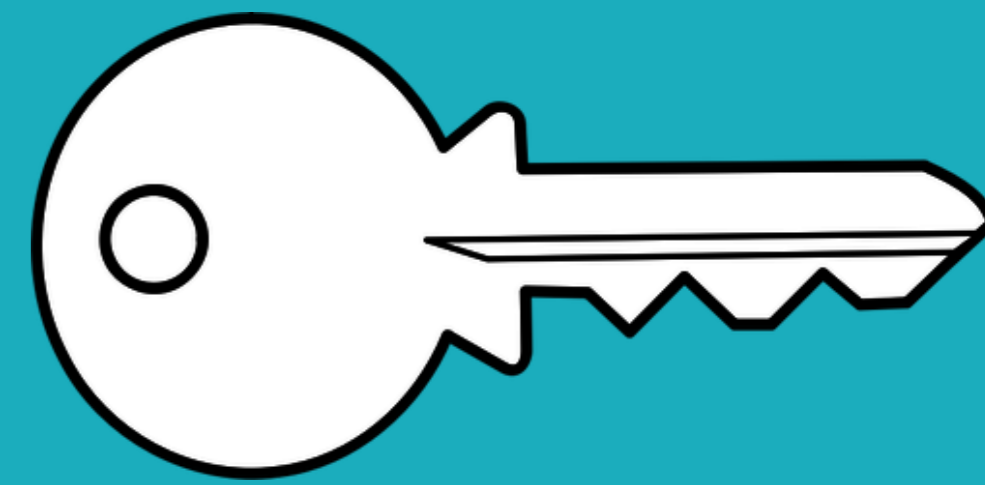
By properly handling the psychological aspects of a wait, you can keep customers happy in the face of delays.

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“Often the psychology of queuing is more important than the statistics of the wait itself.”
- Richard Larson

? *So What* **?**

Communication is the



Shift from Back Office to Front Office



Shift from Back Office to Front Office

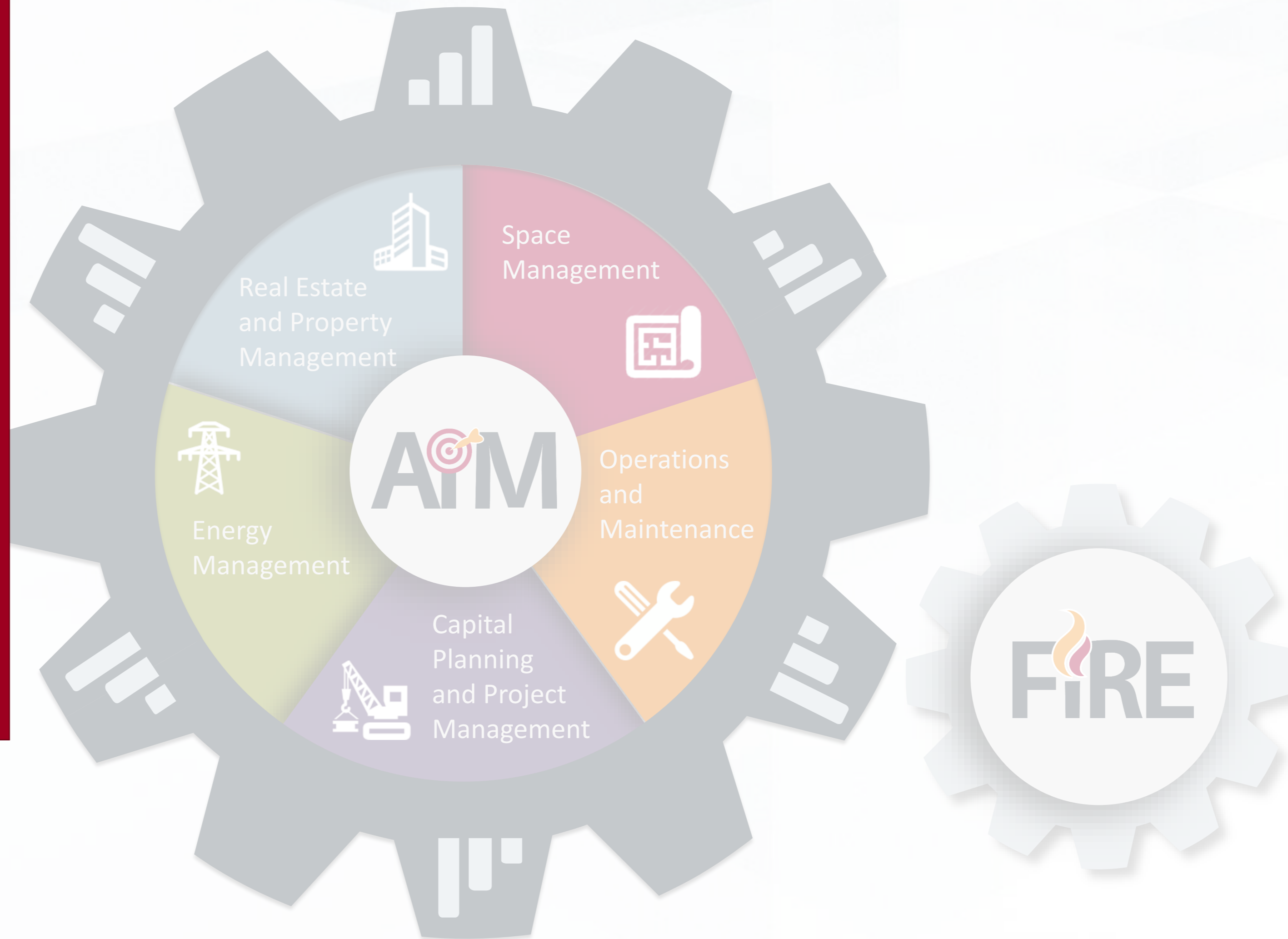
Customer Focused


Enterprise IWMS for
Facility Management


Role-Based Apps for
Your Mobile Workers

The AssetWorks Integrated Workplace Management System

The complete end-to-end solution for the public sector



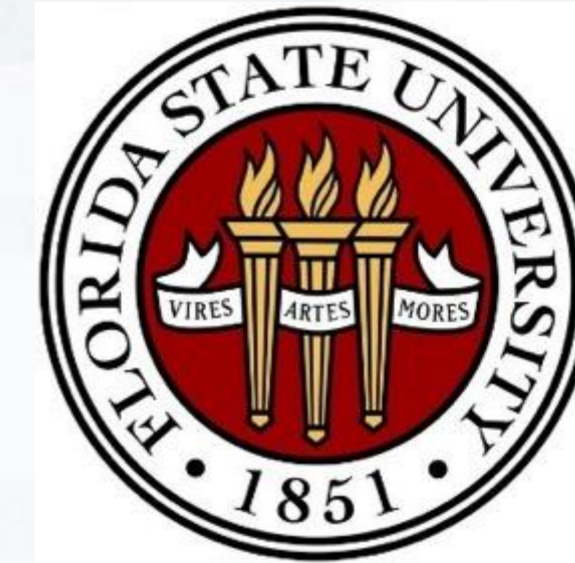
ReADY Request Special Interest Group Members



Auburn University



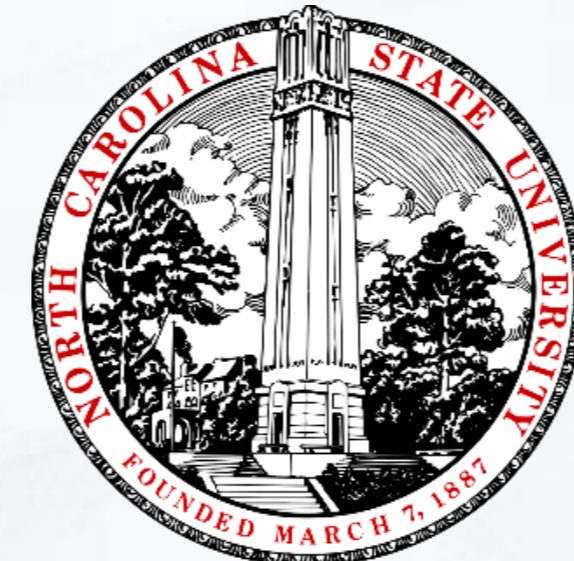
Caltech



Florida State University



UMASS Medical School



North Carolina State University



Portland State University



George Washington University



South Dakota State University



University of San Francisco

Welcome to ReADY Request! Click any temp

Start typing to search

Maintenance and Op



Automotive Service and Repairs



Exterior Lighting



Inter



Interior Painting



Landscape Services



Search Request Types

Issues



Electrical/Lighting



Temperature



Plumbing



Ceiling/Roof Leak

Construction / Renovation



Minor Renovation



Major Renovation



New Construction



Tenant Improvement

Key and Access Control



Need Access



Cannot Access

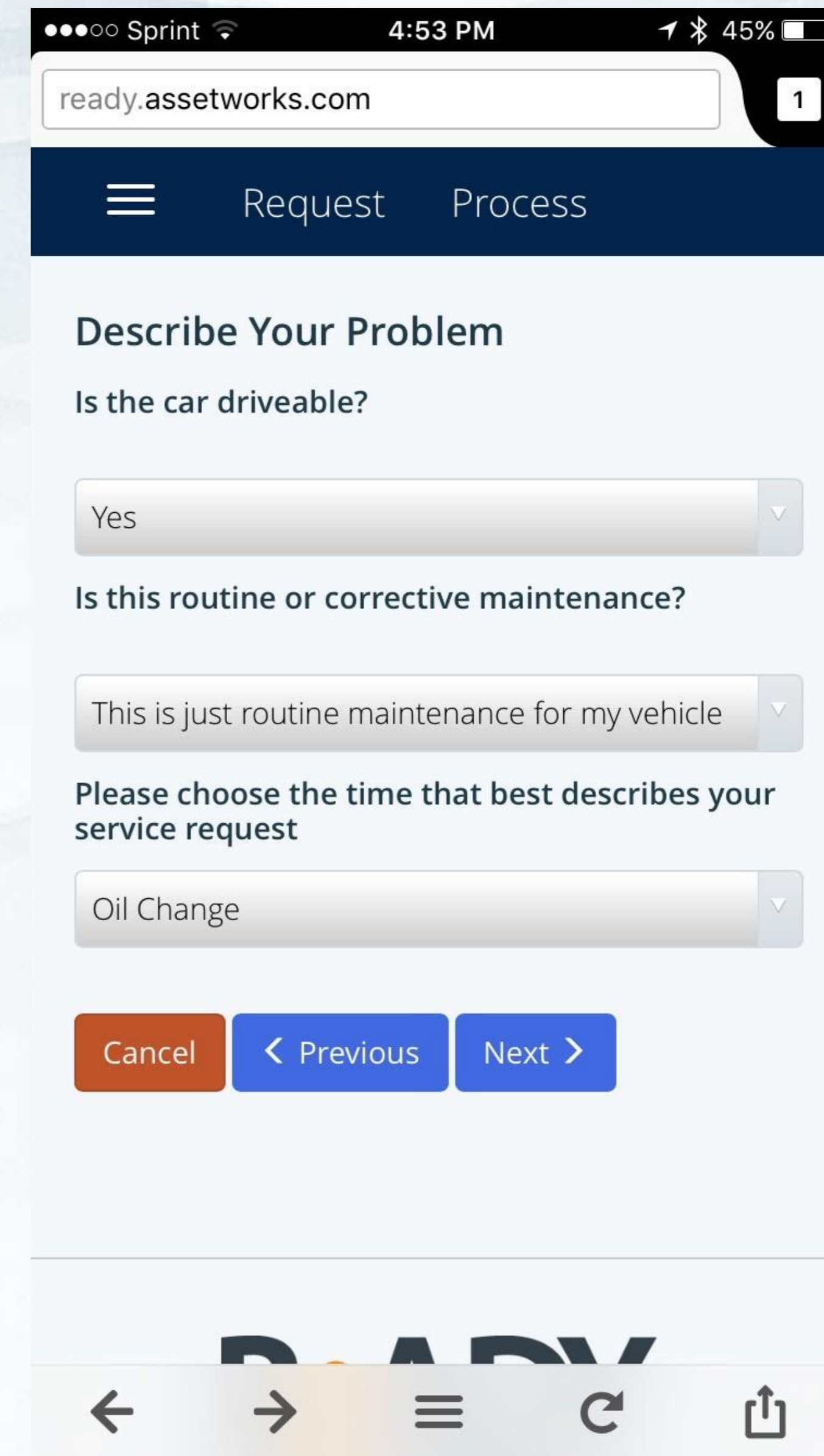
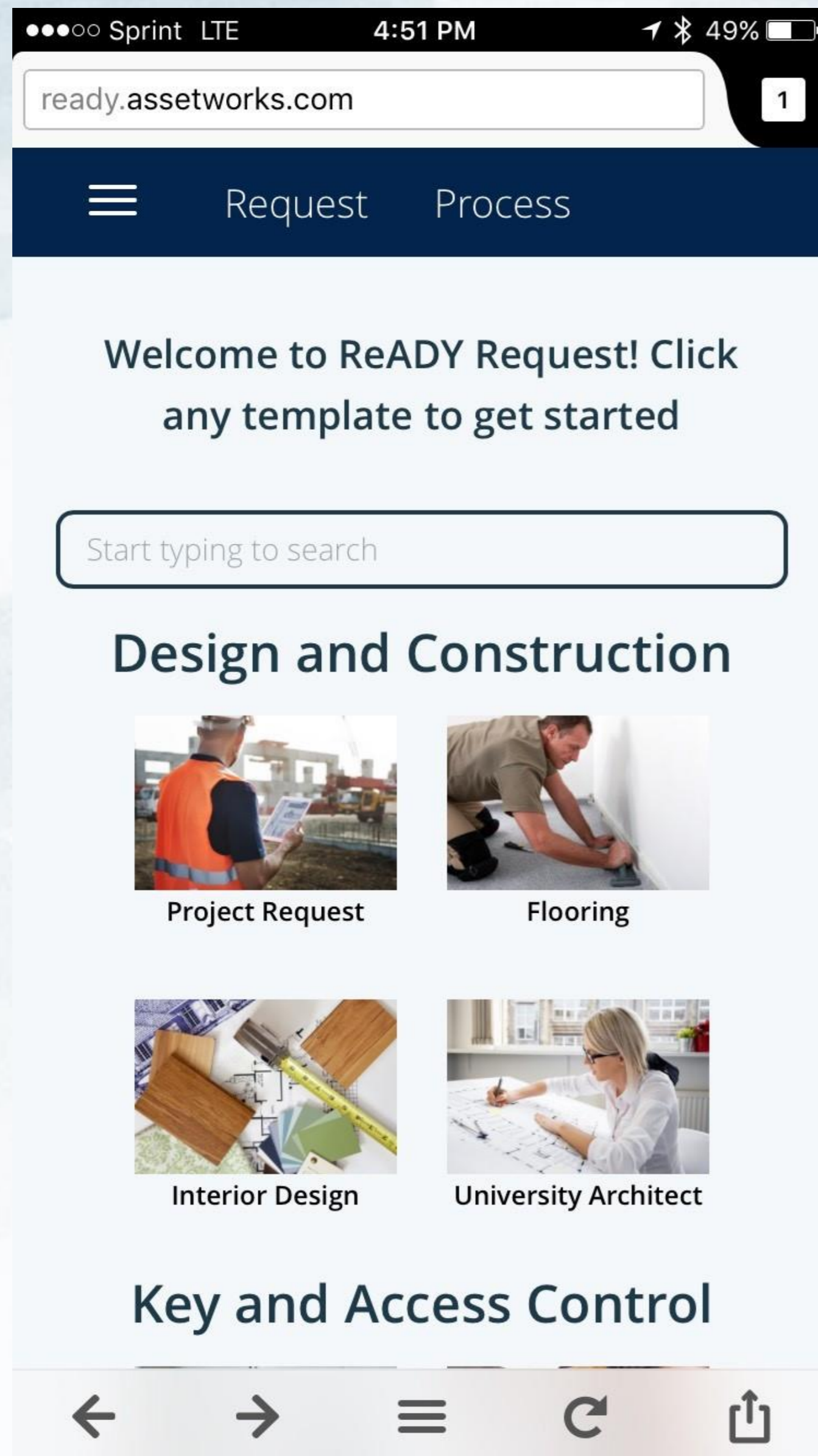


Key Replacement



Lock Issue

Designed to be Branded for your organization with your logo/seal and style



Responsive Design so it works on any device – Desktop, Laptop, Tablet or Phone

Your Open Requests	168	<div>Start typing to search</div>
Your Watch List	173	1234 - Kelly Kapoor 12/13/2017
Your Closed Requests	12	LIGHT ISSUE: A single light is flickering. Light above the desk 1233 - Kelly Kapoor 12/13/2017
All Requests	26	<div>Lock Issue 1232 - Kelly Kapoor 12/13/2017</div> <div>Key Replacement 1231 - Kelly Kapoor 12/13/2017</div> <div>Cannot Access 1230 - Kelly Kapoor 12/13/2017</div> <div>Need Access 1229 - Kelly Kapoor 12/13/2017</div> <div>Tenant Improvement 1228 - Kelly Kapoor 12/13/2017</div> <div>Major Renovation 1227 - Kelly Kapoor 12/13/2017</div> <div>Need wall removed - convert two offices to one conference room 1226 - Kelly Kapoor 12/13/2017</div> <div>Roof/Ceiling Leak: CEILING LEAK ... Significant Leaking - Major Issue 1225 - Kelly Kapoor 12/13/2017</div> <div>Roof/Ceiling Leak: ROOF LEAK ... Significant Leaking - Major Issue 1224 - Kelly Kapoor 12/13/2017</div> <div>Sink Clogged 1223 - Kelly Kapoor 12/13/2017</div> <div>water is leaking from sink 1222 - Kelly Kapoor 12/13/2017</div> <div>Temperature Issue: Too Cold 1221 - Kelly Kapoor 12/13/2017</div> <div>Temperature Issue: Too Cold 1220 - Kelly Kapoor 12/13/2017</div> <div>LIGHT ISSUE: ONE LIGHT OUT. light out in foyer 1219 - Kelly Kapoor 12/13/2017</div> <div>LIGHT ISSUE: Multiple lights are out. lights out in hallway 1218 - Kelly Kapoor 12/13/2017</div> <div>...</div>

Comment

Watching

Attach files

14 of 60

Drop files to attach, or [Browse](#)

Comments



Click to enter comment

AiM Records

Show 10 entries

Start typing to search

Work Order	Phase	Status
17-026164	001	NEW
17-026164		OPEN

Showing 1 to 2 of 2 entries

Previous 1 Next



Status History







RWALSH



WO: 17-026164 Phase: 001 has been updated to NEW.
Dec 13, 2017 8:43 AM



Notifications



- 
- A status update was made in AiM regarding [1249: ELECTRICAL/POWER ISSUE: No power for the entire room. undefined](#) 

 WO: 17-026239 Phase: 001 was set to OPEN
Jan 25, 2018 10:38 AM • [Unwatch](#)
- A status update was made in AiM regarding [1249: ELECTRICAL/POWER ISSUE: No power for the entire room. undefined](#) 

 WO: 17-026239 was set to NEW
Jan 25, 2018 10:38 AM • [Unwatch](#)
- A status update was made in AiM regarding [1248: Temperature Issue: Too Cold](#) 

 WO: 17-026237 Phase: 001 was set to CLOSED
Jan 25, 2018 10:29 AM • [Unwatch](#)
- A status update was made in AiM regarding [1248: Temperature Issue: Too Cold](#) 

 WO: 17-026237 was set to CLOSED
Jan 25, 2018 10:29 AM • [Unwatch](#)
- A status update was made in AiM regarding [1248: Temperature Issue: Too Cold](#) 

 WO: 17-026237 Phase: 001 was set to WORK COMPLETE
Jan 25, 2018 10:28 AM • [Unwatch](#)
- A status update was made in AiM regarding [1248: Temperature Issue: Too Cold](#) 

- Section
- Text
- TextBox (Text)
- TextBox (Number)
- TextBox (Date)
- Comment Box
- Multiple Choice
- Dropdown
- Dynamic Data



Tenant Improvement

Active since October 22, 2017

[Template Properties](#)

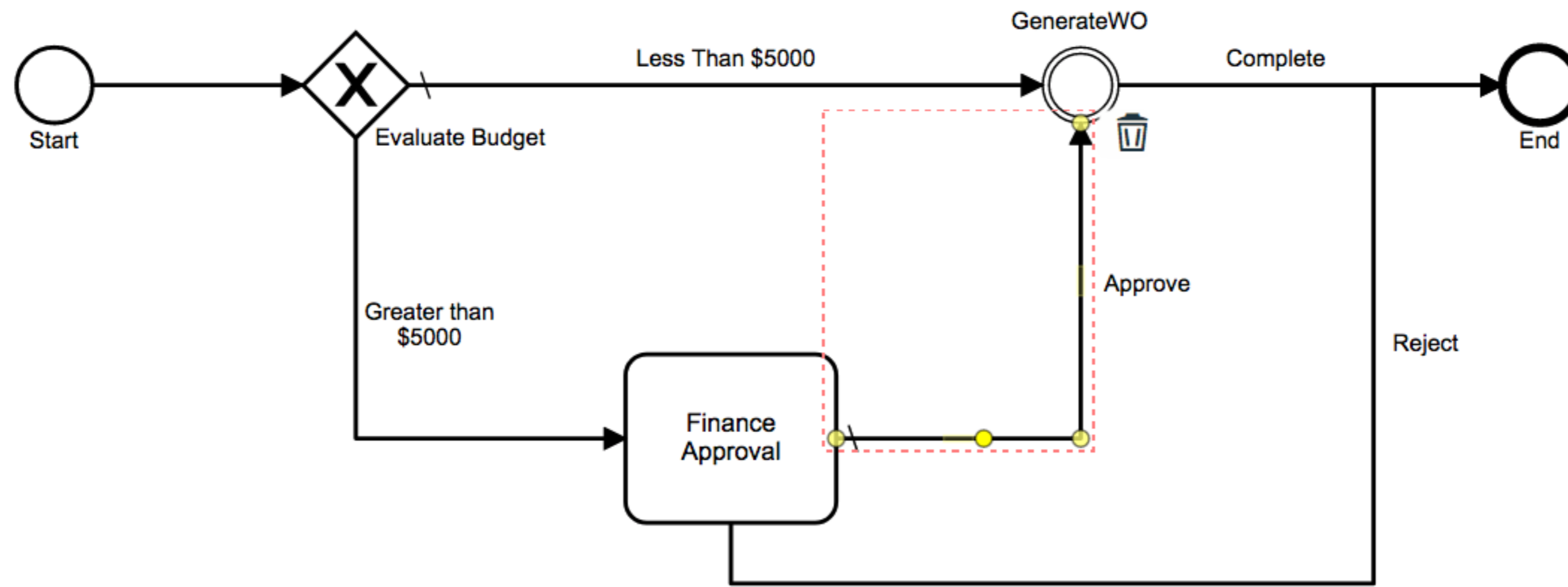
Drop Area

▼ RequestType	Section		Copy Remove
+ ImprovementTypeMC	Multiple Choice		Copy Remove
▼ RequestDetails	Section		Copy Remove
+ FlooringTypeMC	Multiple Choice	Hidden	Copy Remove
+ FlooringSQFT	TextBox (Number)	Hidden	Copy Remove
+ WidowDoorMC	Multiple Choice	Hidden	Copy Remove
+ NumWindows	TextBox (Number)	Hidden	Copy Remove
+ NumDoors	TextBox (Number)	Hidden	Copy Remove
+ RequestDescription	Comment Box		Copy Remove
+ RequestStartDate	TextBox (Date)		Copy Remove
+ RequestEndDate	TextBox (Date)		Copy Remove
▼ UserDetails	Section		Copy Remove

10.211.55.2:4000/#

Minor Renovation

Revert Publish



Sequence Flow

General

Edit

NAME

Approve

DESCRIPTION

Options

Edit

SEQUENCE

10

☐ Comment Required

TYPE

Basic

Primary

Success

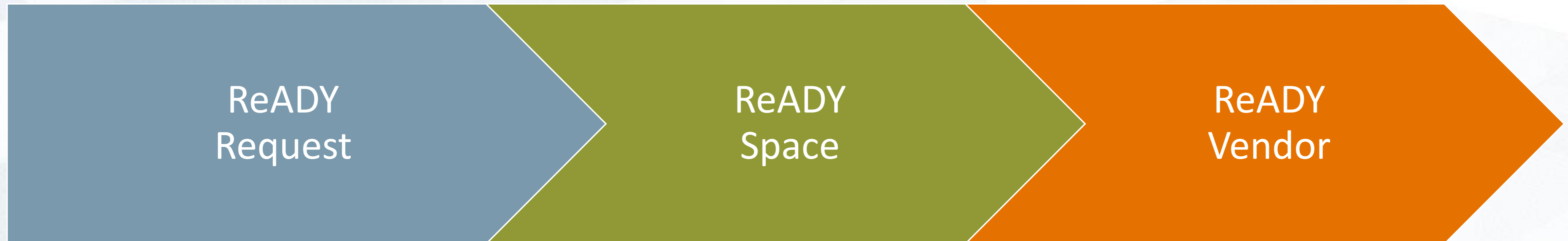
Info

Warning

Danger

ReADY

ReADY is a product line, it doesn't just end with ReADY Request.



Space Management

Vendor Access
and Invoicing

Thank You!

<http://www.assetworks.com/iwms>