

## **Serve with Smile**

Multiple studies by scientists, psychologists and even the clergy agree that a smile has the power to change the way of a person views the world within the moment and that feeling can last for hours afterward. A smile triggers the release of endorphins, dopamine and serotonin- hormones that generate a sense of happiness. It also helps to supply more oxygen to brain and calms the nerve system. You not only feel more optimistic and motivated, but also tend to remember such happy occasions more vividly.

Genuineness of the service-employee enhanced the customer's perceptions of friendliness, but only influenced customer satisfaction when tasks were well-performed and the customer's major expectations of the product/service were met. Appearing inauthentic and fake-smiling undermined the assumed benefits of "service with smile." Customers can spot insincerity in a smile when they see one. Inauthentic, robotic, and feigned friendliness can be a turn off for customers.

Given that frontline service-employees represent a company to the public, mandating that employees must smile and appear friendly during their interactions with customers can backfire. The researchers suggest that companies hire happier employees and engender a work-environment that encourages genuine smiles and empowers employees to provide authentically pleasant customer service.

### **What is service with a smile?**

A smile is **the spark that ignites a great customer service experience**. It's a simple gesture that radiates outwards into every aspect of a business, from the CEO down to employees and stays with customers long after they finish shopping.

### **Why service with a smile is important?**

**It is a personal touch that extends our customer service promise and reflects our passion.** Smiling says that we want to be here serving our clients and customers. It says that we are ready and willing to go the extra mile. And we smile even when we are not face-to-face with clients or customers.

### **Why customer service should start with a smile**

A smile alone doesn't guarantee excellent customer service, but excellent customer service almost always starts with a smile. It is both art and science. Best practices help us design, execute and deliver. How we go about it is completely art. It depends heavily on the human element since not all components of design

come with hard-and-fast rules that we can rely on as we regularly promote in design thinking.

What's often missing is a smile, a key element of customer service and business interactions.

**1. A smile is more than an expression.** Smiling isn't just something your face does. It communicates your state of mind. A smile—or the nonvisual sense of a smile for telephone customer service representatives—can be the most significant part of a business transaction. In retail, it can influence people's perception of a brand and their customer satisfaction.

It can enhance the exchange of a product, the sharing of knowledge, or the offer of a solution. As Internet and mobile commerce take market share from traditional brick-and-mortar businesses, smiling as a state of mind is more important than ever.

**2. A smile is more about a mindset.** Smiling is as much a reflection of an organization as it is a validation of that organization's promise. It helps form the customer's first impression, an indication of a pledge to offer a satisfactory product or service. It plays a role in everything we do, in every transaction we touch, in our relationship with every customer we help. It starts before we first interact with our customers, and it certainly does not end when the transaction is complete.

**3. A smile is an attitude.** Smiling tells our story beyond first impressions. It is a personal touch that extends our customer service promise and reflects our passion. Smiling says that we want to be here serving our clients and customers. It says that we are ready and willing to go the extra mile. And we smile even when we are not face-to-face with clients or customers. Our tone of voice on the phone and style of our correspondence communicates a virtual smile—or the lack thereof.

We cannot control everything that unfolds during customer interactions, but we always control the attitude we convey, such as amiability, energy and excitement, as well as commitment to satisfying the customer's wants or needs. Even though a smile can't solve every problem, in many cases, our attitude can triumph over many complications that can occur during the transaction and our smile can become a competitive edge.

**4. A smile is an invitation.** Smiling sets a tone. It establishes a rapport and initiates trust, the cornerstone of every business relationship. This last point is more relevant than ever as we struggle to retain that integral factor in our fast-paced, smartphone-addicted, multitask-driven culture. Technological advances, globalization and new business models have us spending more time working remotely on our devices, which also makes us more remote.

### Why customer care is so important?

- 96% of dissatisfied customers DO NOT complaint directly.
- But 1 unsatisfied customer will tell 9 others.
- 13% will tell at least 20 other.

### What customer expect?

- To feel Important
- Feel important
- Feel welcome
- Respect
- Listen
- To be understood
- Timely service
- To receive help or assistant

### When greeting customers :

- Greet customer immediately
- Make eye contact as soon as they appear
- Do not be distracted
- The first 30 seconds belongs to customer, not you! ***Listen, Understand, and Appreciate*** their needs.

### Twelve most important qualities for customer care:

- Patience
- Attentiveness
- Clear communication schemes
- Knowledge of service/ product
- Ability to use "positive language"
- Time management skills
- Ability to "Read" customer
- A calming presence
- Ability to handle surprises
- Tenacity
- Closing ability
- Willingness to learn

### Tips to handle difficult behaviour:

- Don't react
- Deal with feelings
- Attack the problem, not he person
- Practice direct communication
- Look past positions to the underlying interests

- Focus on future

### **Things to avoid:**

- Using jargons/abbreviations
- Mumbling
- Using negative language
- Arguing
- Interrupt
- Don't jump to conclusion

### **Most impossible customer:**

- i) Powerful words to deal with them
  - What can I do to help you?
  - Thank you
  - I do not know, but let me find.
  - I made a mistake
  - Try to use their last name with sir/madam
- ii) Words to avoid
  - never
  - that is not the way we do
  - it's our office policy
  - we have always done it that way
  - What else can I tell you?
  - It's not my job
  - I don't know your problem

### **Serve with smile and Employees well-being**

"Hiring Smiling Faces" – these kinds of help wanted signs are a common sight in store windows, but offering "service with a smile" is about more than just showing a few teeth. In addition to regulating their facial expressions, cashiers, call center employees, receptionists, bus drivers, and even those professionals who aren't always seen as fulfilling customer service roles, such as nurses and teachers, are often expected to project a welcoming attitude and maintain a positive, or at least even-tempered, tone while interacting with the most difficult members of the public.

### **Can you put a price on your smile?**

How much is your smile worth? A penny? A dollar? A hundred dollars? You could try to put a value on it by adding up the money you've invested in keeping it healthy, but how do you measure its beauty, its friendliness, its kindness, the happiness it gives?

A smile is the outward expression of the internal feeling of happiness. Research shows us that the simple act of smiling can improve our mood. We

exchange smiles with people around us daily. It's a universal language. We understand these things are good and worth something, but how do we assign a value to a smile? What is it worth?

### **Smile Economics**

When considering the value of something we often try to associate a monetary value to it. But not all things can have a monetary value associated with them, like reactions to emotions or feelings. Or can they?

Researchers at Bangor University studied the economic value of a smile to answer the age-old question: what is a smile worth? Their research concluded that each smile is worth one-third of a penny. That would take a lot of smiling to save enough to purchase something. Rather than thinking of a smile as a direct exchange for something, the value of a smile is more intangible, which is why it's difficult to assign a monetary value. However, studies show that a smile used in social situations and in business settings can create happier, more productive work environments. Or in sales situations, a smile can entice buyers to spend more than they would've otherwise. This study found that after extensive cosmetic work, a patient went on to earn a quarter of a million more in their professional career. And that's worth something!

### **Smile Sentiments**

Your smile could make you happier and healthier and even do the same for those around you. It's a known fact that we smile when we're happy and the act of smiling can induce happiness. Smiling is the outward expression of happiness, but even if you're not feeling particularly gleeful, smiling anyway decreases stress and improves mood. It's like tricking your brain into feeling good. Smiling releases endorphins which can be a stress reliever. You want to reduce stress because chronic stress causes cortisol (the stress hormone) to spike, which causes inflammation, which is a known risk factor for cell mutations and diseases like cancer.

To put it in monetary terms, this study conclude that smiling can stimulate the same feeling as receiving \$20,000 in cash.

For the smile makers, there's something that goes beyond money, something that taps into the human desire to help others, to improve our lives and those of others. Improving smiles is more than just a cosmetic task. It's an art, it's an act of service to make someone else's life happier. Consider the amount of schooling (and money to pay for the schooling) necessary for a dentist to acquire the skills that produce beautiful smiles. A lot of effort is put forth to help you meet your needs of maintaining and achieving a beautiful smile. Now that's a feeling to smile about!

## **Smile Freely**

The confidence to smile freely is the gift to give each of our patients. Many people refrain from this joy because they are self-conscious about their teeth, but this can easily be fixed by talking to your dentist about your smile goals. Your happiness is worth it! You could be just a few appointments away from your smile dreams.

There are many factors that contribute to an unhealthy smile, and our dental team will help you develop a good oral health routine to maintain a healthy smile. Having a nice smile certainly has many benefits. And did you know that a healthy smile or unhealthy smile can impact your entire body? It's true! Research has proven there is an oral-systemic which means keeping our teeth and gums healthy can keep our entire body healthy.

The opposite is also true, which is why it's important to understand that your dental health extends beyond your pearly whites and invest your resources accordingly. Maintaining twice-yearly hygiene cleanings and taking care of any dental issues as they arise will prevent things from getting worse or even causing other bodily illnesses like cardiovascular disease, type 2 diabetes, adverse pregnancy outcomes like low birth weight, and osteoporosis. This will save you time, money, and heartache in the future.

### **Few complements which make people smile**

- 1.** Thank you for existing.
- 2.** You make me see the world in a way no one else ever has.
- 3.** I love the way you make me think.
- 4.** I appreciate the way you challenge me.
- 5.** Around you, I'm the best possible version of myself.
- 6.** Your energy is infectious.
- 7.** I can't stop thinking about you.
- 8.** I love you so much.
- 9.** You are my world.
- 10.** When we're together, everything seems possible.

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