

Across the Generations: Customer Service or Credibility?

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Your Presenters from AARP and GWU....

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- Conducts primary research in the health space, including work on healthy living and health information technologies

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- Eisenhower Professor of Tourism Policy, School of Business
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Across the Generations: Customer Service or Credibility?

- Each generation defines and expects delivery of customer service from their perspective.
 - What elements are needed to ensure you recognize and provide quality customer service?
 - How do you ensure that customers view your organization—and your team—as a credible source that they can depend upon, no matter their age?
- We will highlight the breadth of customer service expectations across generations and engage participants in thinking about their choices for elevating customer service and credibility.

How Are Generations Different?

Silent Generation/ Matures

Born 1929 to 1945

Aged 72 to 88 in 2017

- The defining events of this generation are the Wall Street crash of 1929 and World War II.
- Some of their generational icons were FDR, Dwight Eisenhower, Joe DiMaggio, John Wayne, Bob Hope, and Jimmy Stewart.
- Sacrifice, patriotism, command and control, and respect for hierarchy were key.
- *A penny saved is a penny earned...*

Source: John W. Martin, *Exceptional Customer Service Across Generations*, National Rural Transit Assistance Program.

How Are Generations Different?

Baby Boomers

Born 1946 to 1964

Aged 53 to 71 in 2017

- The post-World War II economy shaped the worldview of Baby Boomers who grew up in (relative) affluence and the notion that all options were open to them.
- TV was a new medium bringing the rest of the nation—and the world—into their living rooms. The struggle for civil rights, race riots, the Vietnam war, and the advent of the birth control pill all greatly affected members of this generation.
- Generational icons included The Beatles, the Rolling Stones, JFK, LBJ, and even Captain Kangaroo.

Source: John W. Martin, *Exceptional Customer Service Across Generations*, National Rural Transit Assistance Program.

How Are Generations Different?

Gen X

Born 1965 to 1982

Aged 35 to 52 in 2017

- The 1970s saw affluence eroding and the view of the United States tarnish a bit due to the Vietnam War and Watergate. In the 1980s, the Space Shuttle Challenger explosion and the fall of the Berlin Wall added to the notion that “things” are often not permanent.
- Gen-Xers saw many of their parents divorce, face downsizing or job restructuring. Some became “latch-key” kids who grew to be self-reliant, skeptical, and less trusting of institutions.
- Their generational icons included Jimmy Carter, Ronald Reagan, and Oprah.

Source: John W. Martin, *Exceptional Customer Service Across Generations*, National Rural Transit Assistance Program.

How Are Generations Different?

Gen Y / Millennials

Born 1983 to 2001

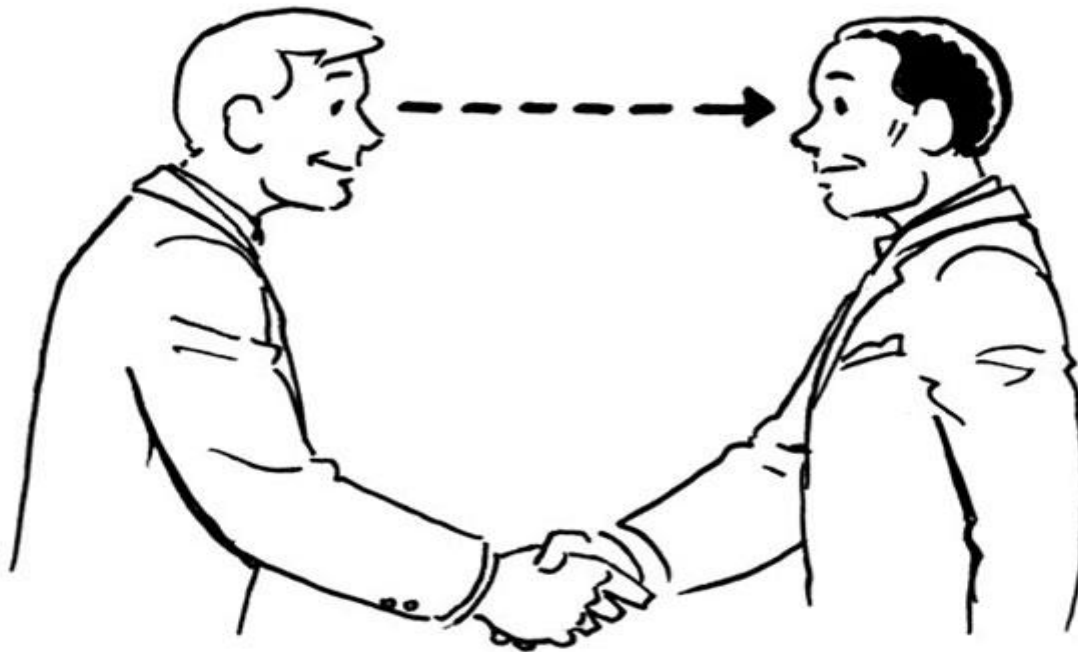
Aged 16 to 34 in 2017

- A trophy for every accomplishment...
- Technologically savvy, these “digital natives” grew up in a vastly different world than did members of the Silent Generation, many of whom did not have ONE LAND LINE phone in their homes.
- 9/11, the wars in Iraq and Afghanistan, and social media have all shaped their worldview.
- Generational icons include Bush 41 and 43, Barack Obama, Venus and Serena Williams, and Michael Phelps.

Source: John W. Martin, *Exceptional Customer Service Across Generations*, National Rural Transit Assistance Program.

What Does This Mean for CX?

Silent Generation/ Matures



RMRS
Real Men Real Style

- Look me in the eye...
- Call me Mrs. Keenan...
- Speak slowly and distinctly...

Source: Real Men Real Style, *Effective Eye Contact*

What Does This Mean for CX?

Baby Boomers

Many early adopters of technology...
highly networked...
want 24/7/365 service



Enjoy interacting with other customers via Twitter & Facebook

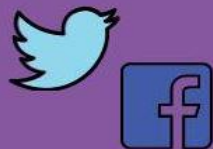
Source: Stepping Stone, *Pin It on Pinterest*

What Does This Mean for CX?

Gen X: Informal, High-Tech, Multi-Channel Support Preferred...and FAST, too...

ARE PHONES STILL THE MOST IMPORTANT CUSTOMER SERVICE CHANNEL?

These days, we all know that we can reach companies through these channels:



Source: Cloud Call, *Are Phones Still the Most Important Customer Service Channel?*

What Does This Mean for CX?

Gen Y / Millennials: A Bit Impatient, Need Information Quickly and Want Customer Service Reps to Be As Tech Savvy As They Are. Need to Be Relevant.



Source: NPR, *Texting While Walking: Are You Cautious Or Clueless?*

Always...

Keep in mind---(your) CREDIBILITY

- Make it *real*
- Make it *easy*
- *Look for opportunities* where you (and your team) can *add value* to your customer's experience

**For More Information
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