

Identifying The Customer

1. Who are your customers?

*internal customers?

*external customers?

2. Describe the **best** customer service **you** have ever received.

3. Describe the **worst** customer service **you** have ever received.

What Do Customers Want And Need?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

How Do You Personalize Service?

✓

✓

✓

✓

Establishing Rapport



The first fifteen to twenty seconds set the TONE for the customer interaction.

When you first meet a customer, how do you establish a positive rapport?

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____

Perceptions Are REALITY

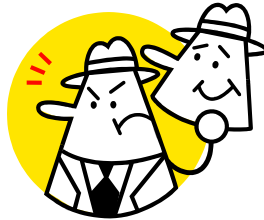
Point to remember: People don't know what we're trying to say or want to say; they don't know our best intentions. People judge on what they see and hear or what they THINK they see and hear.

The three major ways we communicate are through:

Tone Of Voice



Body language



Choice Of Words



Rate the above in order of power and immediate effect.

1. _____

2. _____

3. _____

Body Language

How do you feel when someone:

- rolls his eyes at you?
- won't make eye contact?
- shakes or points index finger at you?
- shrugs his shoulders at you?
- throws his arms and hands up in the air?
- frowns or scowls at you?
- smiles pleasantly?
- makes eye contact with you while you are talking?
- pays attention to you when you speak?

Describe body language for giving good customer service.

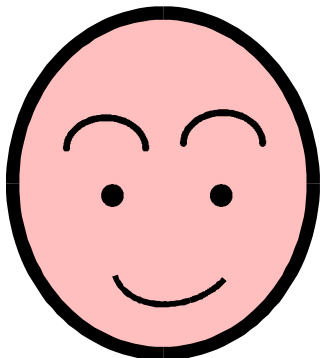
Tone of Voice

1. "May I help you?" (in sincere tone)
"May I help you?" (in a you're bothering me tone)
2. "I would be glad to do that." (in sincere tone)
"I would be glad to do that." (don't want to tone)
3. "Is there anything else I can do for you?" (sincere)
"Is there anything else I can do for you?" (sarcastic)

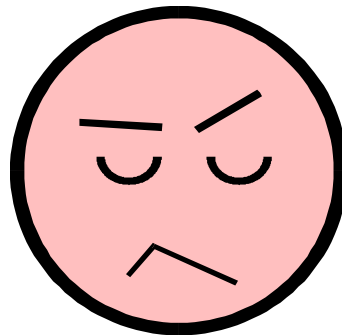
4. _____

5. _____

6. _____



OR



Words That HURT Or HELP

1. AVOID PERSONAL ATTACKS

Hurt: You didn't do this correctly.

Help: A few things need to be re-done on this form.

2. USE "I" STATEMENTS

Hurt: You're confusing me.

Help: _____

3. AVOID GIVING MANDATES

Hurt: You have to.....

Help: _____

4. BE PRO-ACTIVE

Hurt: That's not my job.

Help: _____

5. AVOID CAUSING DEFENSIVENESS

Hurt: You never do it right.

Help: _____

WORD POWER

Words Customers Want to Hear:

Words Customers Don't Want to Hear:



Effective Listening

Customers want us to listen to them!

If the customer is not angry, **active** or **reflective** listening is a way of understanding what has been said.

“I’ll be happy to help you. You say you need for me to check your payments for the last two months?”

If the customer is angry, treating his problem as routine and doing just **active** listening will probably make him angrier. First use **empathetic** listening to demonstrate we care about his problem. This will help to diffuse the customer. Then go into **active** or **reflective** listening.

“Mrs. Jones, I apologize for the delay. I can understand why you’re upset. Which months do you want me to check?”

Other examples of empathetic listening statements:

- _____
- _____
- _____

Why Do Customers Get Upset?



- _____
- _____
- _____
- _____
- _____
- _____



Dealing With Angry People And Handling Complaints

When dealing with people you are always going to have some that get angry and upset. There are some basic steps that help.

- ✓ **Keep your cool.**
- ✓ **Listen to story with understanding.**
- ✓ **Empathize.**
- ✓ **Ask for information and get the facts.**
- ✓ **Apologize.**
- ✓ **Assist where possible. Propose a solution and get their support.**
- ✓ **Follow through with a letter, memo or telephone call.**

Name some things you feel have helped when dealing with angry people.

Skills For Staying *CALM, COOL* And *COLLECTED*

We can't handle other people's anger if we can't handle our own. People don't get you angry; you get angry! You may not be able to control what people say or do, but you can control how you respond.

How do you keep your *cool*?

- ✓ _____
- ✓ _____
- ✓ _____

In a group discuss ways to stay professionally composed and objective when dealing with emotionally charged people and situations.



Customer Situations

