


Customer Service: A Step Above

Who is Your Customer ?



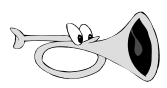
Two Types of Customers

External Internal

- ## What Do Customers Want ...and Need?
- 1. Friendliness
 - 2. Timeliness
 - 3. Listened to...empathy
 - 4. Answers and information
 - 5. Control, options
 - 6. Fairness

Perceptions Are REALITY

■ **Tone of Voice**



■ **Body Language**



■ **Choice of Words**



Words That HURT Or HELP

Avoid Personal Attacks

Use "I" Statements

Avoid Giving Mandates

Be Pro-active

How to Soften the Blow of Saying "No"

- **If you have to say "no," say it early. Beating around the bush only creates false hope and frustration for the customer.**
- **Focus on what you *can* do; not on what you *can't* do.**
- **Offer suggestions or options.**
