Customer Service Excellence: The Art of Working with People

Merry Taylor
Taylor and Associates

“Building Stronger Counties for Tomorrow”
Communication Activity

“Behavior is a mirror in which everyone shows his image.”

GOETHE
What Customers Want... and Need

1. Friendliness
2. Timeliness
3. Listened to, empathy
4. Answers and information
5. Control, options
6. Fairness
Establishing Rapport

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

- Tone of Voice
- Body Language
- Choice of Words
Tips for Effective Body Language

➤ Make eye contact.
➤ Act and appear friendly.
➤ Smile, even if it hurts.
➤ Put aside what you are doing.
➤ Use a calm tone of voice.
➤ Show that you are listening.
Watch Your Words

- It’s not my job
- I don’t know
- I don’t make the rules, I just work here
- You have to
- What’s your problem?
- It’s the law
- You should have
- Wait here
- You always . . .
- You never . . .
Top TEN
Customer Service Mistakes

1. Not smiling
2. Poor eye contact
3. Not acknowledging customer
4. Being rude
5. Not listening
6. Poor product knowledge

7. Blaming others

8. Leaving without telling customer where you are going

9. One word answers

10. Not double checking
Effective Listening

- Active Listening -- understanding
- Empathetic Listening--feeling
Challenges of an Emotional Situation

• The basic content of the situation – the business issue, problem, or concern

• The other person’s emotional behavior – anger, frustration, aggression, tears

• Your response – how you react to the other person’s behavior
Dealing With Angry People..
And Handling Complaints

REMEMBER!
Anger is only one letter short of danger.
Composure Strategies
Skills for Success

“The difference between the right word and the almost right word is the difference between lightning and a lightning bug!”

Mark Twain
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