

**South Carolina  
Association of Counties**

Customer Service Excellence:  
The Art of Working with People

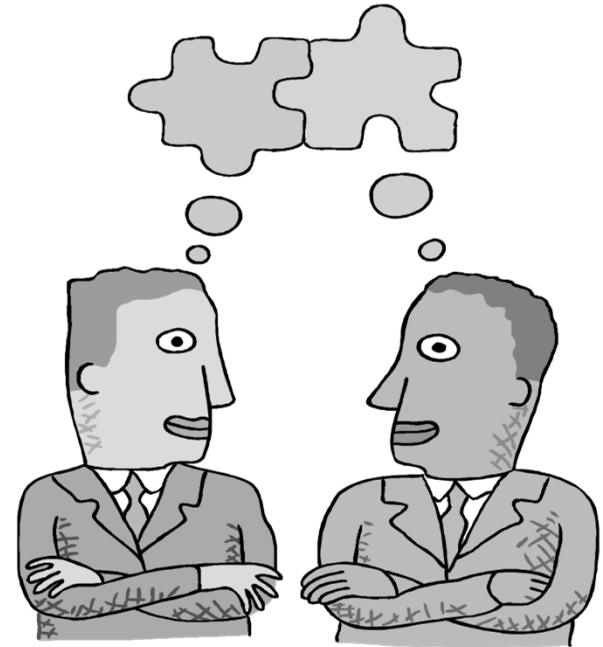
Merry Taylor  
Taylor and Associates

*“Building Stronger Counties for Tomorrow”*

# Communication Activity

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

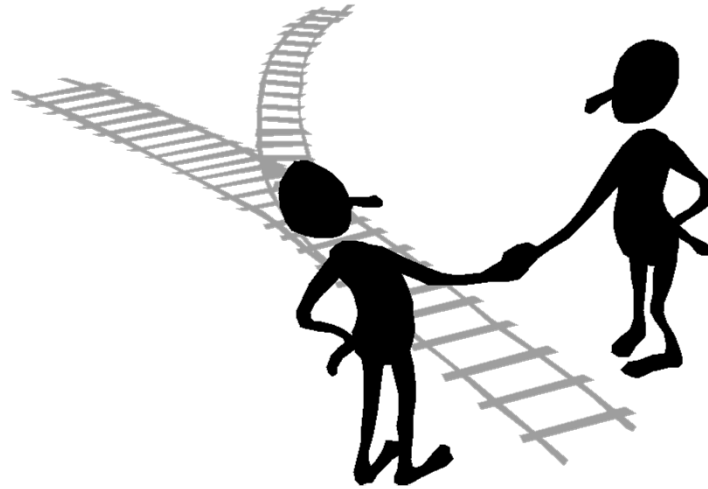
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# **What Customers Want... and Need**

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

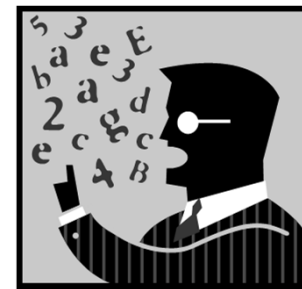
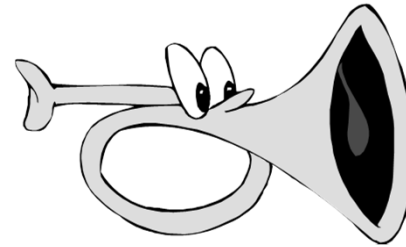
# Establishing Rapport



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

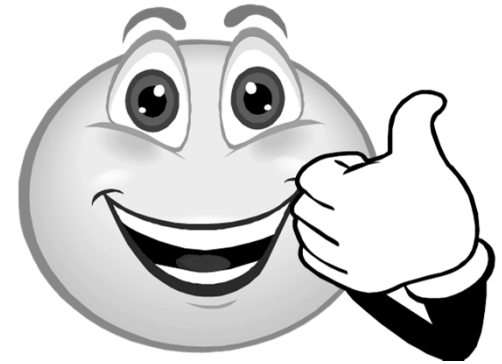
# Perceptions Are REALITY

- **Tone of Voice**
- **Body Language**
- **Choice of Words**



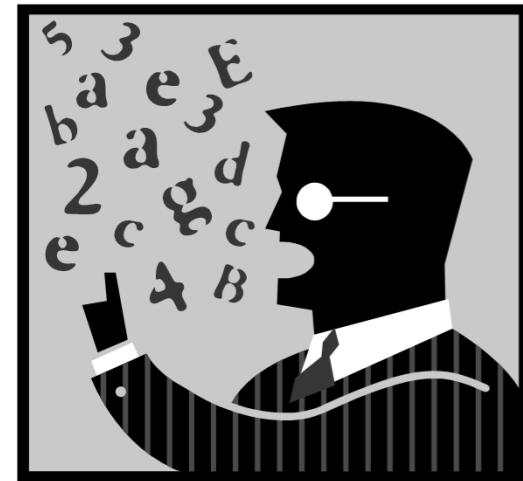
# Tips for Effective Body Language

- ⇒ **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.**

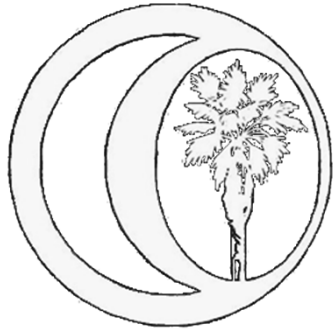
# Composure Strategies



# **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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