

# CUSTOMER SERVICE



---

Name

## Overview

Customer Service is a program that provides you with the essential information and skills needed to excel in interactions with internal and external customers.

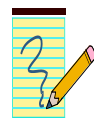
This program develops your customer service skills through recognizing and dealing with the customer's emotions, using your listening and questioning skills, and presenting information to satisfy customers. You will learn to create rapport with any customer or co-worker, and work toward positive outcomes.

Customer Service is designed for you to actively participate with your peers in the training workshop. This training program encourages you to improve your knowledge and skills by integrating your work-related situations into the workshop.

## Course Objectives

Our goal is to build greater personal skill and confidence in your ability to provide superior customer service by focusing on the areas listed below.

- *Identifying Customer Service Excellence*
- *Doing a Customer Service Analysis*
- *Identifying "Blocks" to Excellent Customer Service*
- *Identifying Key Customer Service Skills*
- *Recognizing the Customer's Emotional Level*
- *Identifying Positive and Negative Listening Responses*
- *Using Questions to Gather Information*
- *Presenting Information to Satisfy Customers*
- *Developing Effective Language*
- *Dealing With Anger and Other Negative Emotions in Customers*
- *Determining Your Level of Empowerment with Customers*
- *Using Effective Telephone Skills*



## Personal Objectives

In this section of your workbook, write out one or two personal objectives you would like to accomplish by the end of Customer Service. Use these objectives as your measuring tools to help you determine where to focus your energies during the workshop. Try to limit your initial objective to about 10 to 15 words and maybe one or two bullets. As you get into the exercises and talk to other participants, you can modify your objectives.

---



---



## Customer Service Excellence

### Do You Believe?

Listed below are 10 very important beliefs to providing exceptional customer service. These core beliefs are your foundation so you continuously do what is best for the customer. In a small group of three people, talk out-loud and discuss the 10 beliefs. In the spaces below, add two of your own.

1. Customers are “valued” and important people, whether they’re in person, on the phone, or by mail.
2. Customers deserve outstanding service. It is our responsibility to provide service in a manner that is mutually beneficial and with satisfactory results.
3. Customers are not interruptions to our jobs. They are the reasons for our jobs.
4. Customers must not feel dependent on us. On the contrary, we are dependent on them.
5. Customers are people like us, not numbers or statistics.
6. Customers are not people to argue, challenge, humiliate, or embarrass. They are to be treated with dignity and respect.
7. Customers have a right to receive prompt and courteous service, regardless of their own behaviors.
8. Customers are part of what we do, not people on the “outside.”
9. Customers provide us with opportunities to service them. These opportunities are an outstanding way for each of us to distinguish our organization and ourselves.
10. Customers have the same expectations we do when we are in the role of the customer being serviced by someone else.

11. \_\_\_\_\_  
 \_\_\_\_\_

12. \_\_\_\_\_  
 \_\_\_\_\_

## Customer Service Analysis



In this section of the workshop you are going to do a quick self-analysis. Don't spend too much time answering each question. Just jot down what comes to mind first. The point of the exercise is to look at things from a different perspective and see what others may see or hear. Be honest in your analysis. You'll have a chance to discuss your findings in small group discussions. Put yourself in the role of a customer having to deal with you and your surroundings (in person or on the phone).

1. What are your perceptions? Include everything you see and hear.

---

---

2. What feelings, attitudes, or emotions are created by your perceptions?

---

---

3. What are some words or phrases you hear?

---

---

4. What non-verbal messages come across to you?

---

---

5. What customer service skills are performed well? What could use improvement? Be specific.

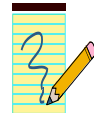
---

---

---

---

*Customer Service Analysis - Continued*



For the next part of the exercise, (a) identify your internal and external customers, (b) identify what you believe their expectations are of you, and (c) identify what you do to meet or exceed their expectations. Be specific in your descriptions. This activity will help you recognize the different needs and expectations customers have. Once you clearly understand what these needs and expectations are, it becomes easier to satisfy customers.

| <u>External Customer</u> | <u>Customer's Expectations</u> | <u>Activity to Meet or Exceed Expectation</u> |
|--------------------------|--------------------------------|---|
| 1) a. _____              | b. _____                       | c. _____                                      |
| 2) a. _____              | b. _____                       | c. _____                                      |
| 3) a. _____              | b. _____                       | c. _____                                      |
| 4) a. _____              | b. _____                       | c. _____                                      |
| 5) a. _____              | b. _____                       | c. _____                                      |
| 6) a. _____              | b. _____                       | c. _____                                      |
| 7) a. _____              | b. _____                       | c. _____                                      |

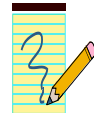
  

| <u>Internal Customer</u> | <u>Customer's Expectations</u> | <u>Activity to Meet or Exceed Expectation</u> |
|--------------------------|--------------------------------|---|
| 1) a. _____              | b. _____                       | c. _____                                      |
| 2) a. _____              | b. _____                       | c. _____                                      |
| 3) a. _____              | b. _____                       | c. _____                                      |
| 4) a. _____              | b. _____                       | c. _____                                      |
| 5) a. _____              | b. _____                       | c. _____                                      |
| 6) a. _____              | b. _____                       | c. _____                                      |
| 7) a. _____              | b. _____                       | c. _____                                      |





## Key Customer Service Skills



So far we've discussed your customers, their expectations, ways to meet or exceed those expectations, and some possible blocks to exceptional customer service. You also need a way to develop and discuss key customer service skills that apply to your personal development and that also directly impact the customer. These critical development areas emerge when we look at patterns of performance in a customer service role. These patterns or groupings of skills summarize a person's track record and can sometimes be difficult to identify and articulate. They're often quite subjective.

### Key Customer Service Skills Exercise

A) Think about all the customer service people you work with. In your mind, identify the "best" people, the "average" people, and the "worst" people. In the spaces below, write down what you believe makes the people in the "best" category, just that, the "best."

---



---



---

The skills you identified are some of the skills you want to possess. In this section of the workbook, you are going to figure out exactly how to achieve the "best" by better defining what the word means. The process below gives you the four key areas to focus on.

#### **1. Explain WHAT You Mean by the Skill.**

- Give a description of the skill in an easily understood manner. For example, if the skill is listening, describe from your perspective what a good listener does.

#### **2. Explain WHY the Skill is so Essential.**

- Put significant value in using the skill. This increases the likelihood that the skill will be applied.

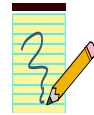
#### **3. Provide Vivid Examples of WHAT YOU DON'T MEAN by the Skill.**

- Use past work-related examples that are fairly easy to visualize and understand.

#### **4. Provide Vivid Examples of WHAT YOU DO MEAN by the Skill.**

- Use past work-related examples that are fairly easy to visualize and understand.

## Key Skills Exercise



In this exercise, you are going to identify for yourself several key customer service skills that are critical to your job. Keep in mind the exercise you just completed where you thought about the “best” customer service people. Think about your current skills. Which skills do you feel you need to improve? If your manager asked you to identify the most important skills for you to possess, which skills would you choose?

Write down your key skills below and on the following page. When you write down your key skills, also indicate where the skill will be applied. For example, if listening was a key skill for you, your application of the skill might be for you to listen better to angry customers because you feel you have difficulty with that emotion. You then would discuss listening and walk yourself through the exercise below. This is a small group exercise where you talk out-loud and provide each other with personal insights and suggestions.

### **1. Identify a Key Customer Service Skill and Indicate Where the Skill is to be Applied.**

---



---

### **2. Explain What You Mean by the Skill.**

---



---

### **3. Explain Why the Skill is so Essential.**

---



---

### **4. Provide Vivid Examples of What You Don't Mean by the Skill.**

---



---

### **5. Provide Vivid Examples of What You Do Mean by the Skill.**

---



---

*Key Skills Exercise - Continued*



**1. Identify a Key Customer Service Skill and Indicate Where the Skill is to be Applied.**

---

**2. Explain What You Mean by the Skill.**

---

---

**3. Explain Why the Skill is so Essential.**

---

---

**4. Provide Vivid Examples of What You Don't Mean by the Skill.**

---

---

**5. Provide Vivid Examples of What You Do Mean by the Skill.**

---

---