



CUSTOMER SERVICE

COMPILED BY THE CWC FRESNO LOCAL CHAPTER

CUSTOMER SERVICE DEFINED

- ▶ “The ability of an organization to constantly and consistently give customer what they want and need”
- ▶ Includes listening with empathy to customers when they have a problem and providing options and alternatives when you cannot give the customer exactly what they want.



“The Customer is always right”

The communicator's Pledge

- ▶ Whether or not I agree or disagree with what you say, I will respect your right to say it and I will try to understand it from your point of view.
- ▶ This, in turn, helps me to communicate my point of view to you more effectively.

Develop your Customer Service Skills

Visualize
Success

- ▶ Know who you are and what your strengths are.
- ▶ Do not let your weakness define you.
- ▶ Recognize what you do know and do something about what you don't know.

Develop your Customer Service Skills

Take Responsibility

- ▶ Think through what went right and what went wrong.
- ▶ Reinforce the positives and move on.
- ▶ Focus on your goals.

Develop your Customer Service Skills

Go The
Extra Mile

- ▶ Listen intently to concerns.
 - ▶ Then, do whatever it takes to make the customer happy.
- (Without violating company ethics or standards)

Develop your Customer Service Skills

Call Them By Name

- ▶ When someone takes the time to hear your name and then use it, you feel that the representative and the company care about you.

Develop your Customer Service Skills

Let the Customer Talk

- ▶ Listen to their story
- ▶ Don't interrupt
- ▶ Even though you think you have the answers at the start of the conversation, you may be wrong

Listening Tips

- ▶ Be patient and stay focused on listening
- ▶ Listen with your ears, mind and heart
- ▶ Pay attention to the speaker's tempo
- ▶ Remember that you do not need to agree. You are listening in an effort to understand
- ▶ Repeat back to the customer what you believe they said

Develop your Customer Service Skills

Over the phone, tone of voice influences 86 % of the encounter, with words only 14%.

Misunderstood as angry, demeaning, uninterested, etc.



Use Voice Tone Effectively

Develop your Customer Service Skills

- Keep the pitch low/deep to sound confident & Competent
- Breathe deep and relax to give voice more volume
- Speak at a moderate rate to indicate excitement, enthusiasm and energy
- Slow down to sound more thoughtful and serious
- Enunciate words clearly



Use Voice Tone Effectively

Develop your Customer Service Skills

Use Empathy Statements

- ▶ “Identification with and understanding of another’s situation, feelings & motives”
- ▶ Empathy Does Involve:
 - Listening to what the person is saying without evaluation
 - Respecting the other person’s right to express a point of view
 - Attempting to understand the other person’s point of view

Empathy **DOES NOT** involve
agreeing or disagreeing

Develop your Customer Service Skills

Respect International Differences

- ▶ Language is typically the common barrier in communication
- ▶ Break down the conversation into short sentences and questions
- ▶ Use closed ended questions (yes or no answers)
- ▶ Be patient. The situation is frustrating for both individuals
- ▶ Do not yell. Obviously, hearing is not the problem
- ▶ Speak slowly and clearly

Develop your Customer Service Skills

Assist Difficult People

- ▶ Do not take it personally
- ▶ DO not get angry
- ▶ Use Positive self-talk
 - I will not get angry
 - I have been successful in similar situations in the past and I will be successful again
 - I care about people, and I know that most people are not difficult

Inappropriate Customer Behavior

Threats of Violence or Harm

- ▶ Report all threats immediately to management or police
- ▶ Remain as calm as possible
- ▶ Make it a priority to know your organizations guidelines, policies and procedures for these types of situations

Inappropriate Customer Behavior

Racist and
sexist
comments

- ▶ Do not be drawn to the situation
- ▶ Do not engage in conversation about appropriate racial/sexist behaviors
- ▶ You won't change their minds, so just focus on their business needs



QUESTIONS ???