

“IN A NUTSHELL”



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Hosted by SASi
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Division of Student Development and Enrollment Services

Overview

- Defining Positive Interactions with Others
- Defining Customer Service
- Etiquette
 - Face-to-Face Communication
 - Telephone Communication
- Stairs to Success
- Summary



A Sharing Moment

Did you know....for every one positive experience that is shared we are 3 times more likely to share the negative experiences.



The Toolbox



Customer Service Means...

- Doing ordinary things extraordinarily well
- Going beyond what's expected
- Adding value and integrity to every interaction
- Bring out your best with every customer
- Discovering new ways to assist others
- Surprising yourself with how much you can do
- Taking care of the customer like you would take care of your grandmother

Basic Face-to-Face Etiquette

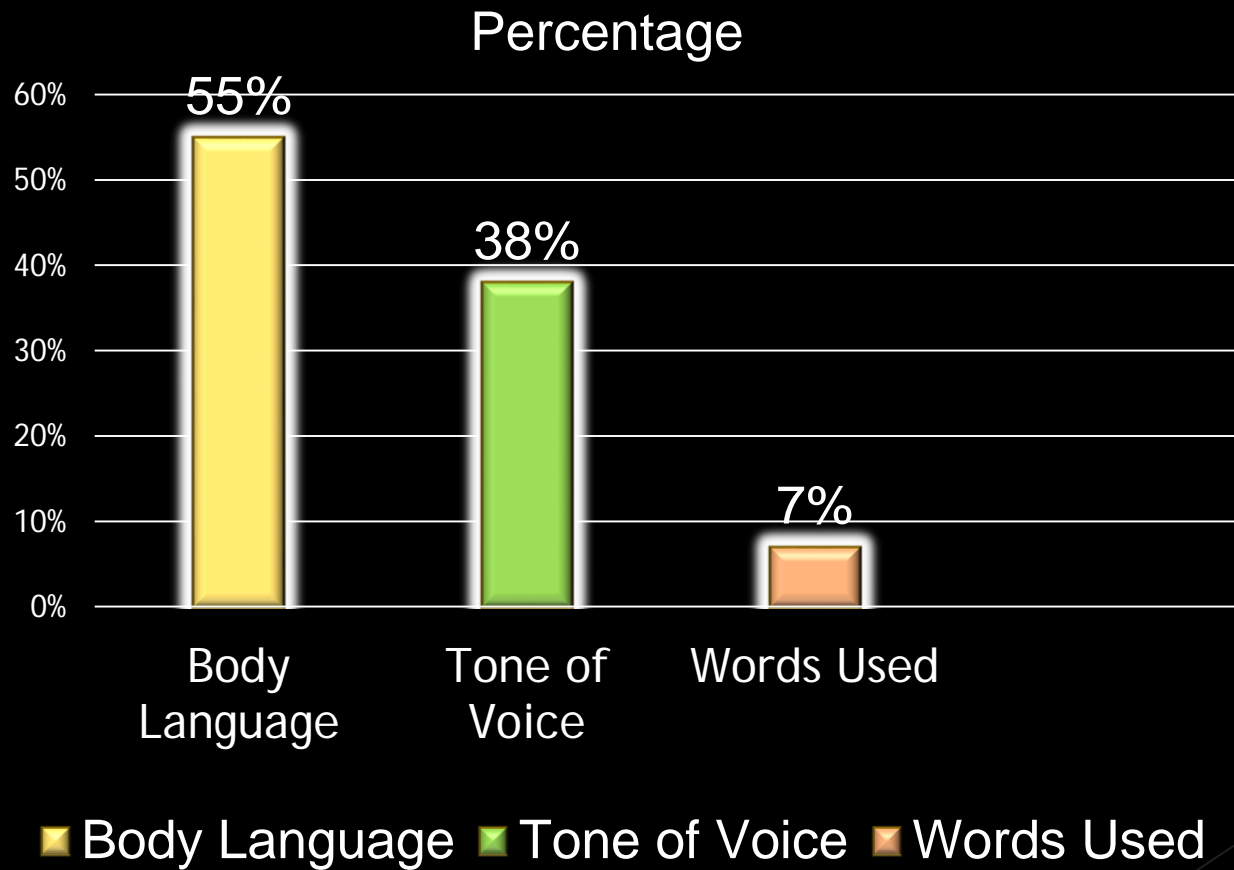
- First impressions matter! Follow the “7 or 7” rule: *If someone is within 7 feet or 7 seconds, greet them!*
- Listening attentively
- Maintaining a positive attitude
- Importance of body language
- “Cracking the outer shell” - GO FISHING!
- If the customer must wait, explain why
- Avoid giving customers the administrative run around



Basic Face-to-Face Etiquette

- Always treat the customer with respect. Soothe ruffled feathers. When you encounter a difficult customer, remain calm and polite
- Customers are always watching!
- Computers are for work purposes
- Dress appropriately

Face-to-Face Communication



Basic Telephone Etiquette

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CUSTOMER
SERVICE
DEPT.



**“Who picked ‘I Can’t Get No Satisfaction’
to be our on-hold music?”**



Basic Telephone Etiquette

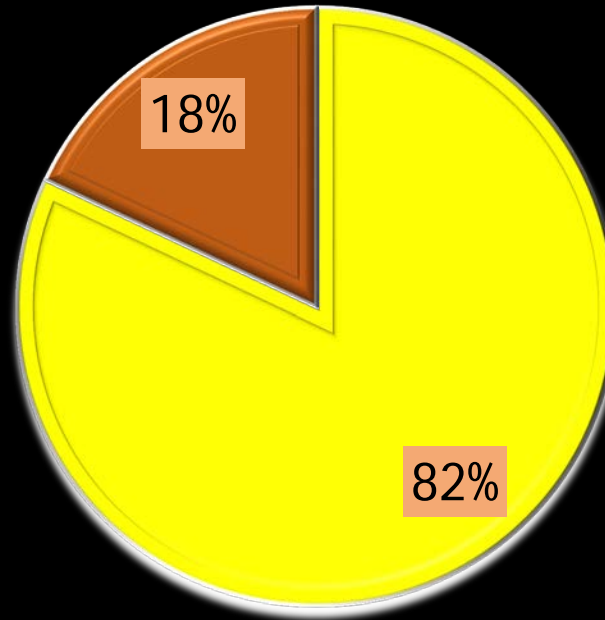
- Pick up by the third ring if possible
- Let callers know whom they have reached
- Speak clearly
- Never interrupt
- Listen attentively
- Ask for permission to put a caller on hold
- Status of call every 60 seconds, even if you don't have an answer
- Don't eat, drink, or chew gum

Are You Listening to Me



Telephone Communication

- Tone of Voice
- Words Used



Unable to Fulfill a Customer's Request?

- ▶ Explain reason
- ▶ Be patient
- ▶ Show empathy
- ▶ Let customer know what you can do, or offer an alternative solution

Up the Stairs to.....



PROBLEM



SOLUTION



SUCCESS

Stairs to Success

1. You don't know the answer to the customer's question.

C: Let the customer know that you don't know the answer: ask your manager or supervisor.

2. You have to say no to the customer's request.

B: Apologize, if appropriate, and tell the customer what you can do. Explain your reasons for saying no.

3. Your computer is moving slowly and the customer is getting impatient.

B: Tell the customer your computer is moving slowly: use transition statements to avoid long periods of silence.

4. The customer has unreasonable expectations.

A: Emphasize what you can do for the customer.

Stairs to Success

5. The customer is skeptical about what you're telling him/her.

B: Offer to show the customer proof or documentation; ask a manager or supervisor to confirm what you've told the customer.

6. The customer is angry for no apparent reason.

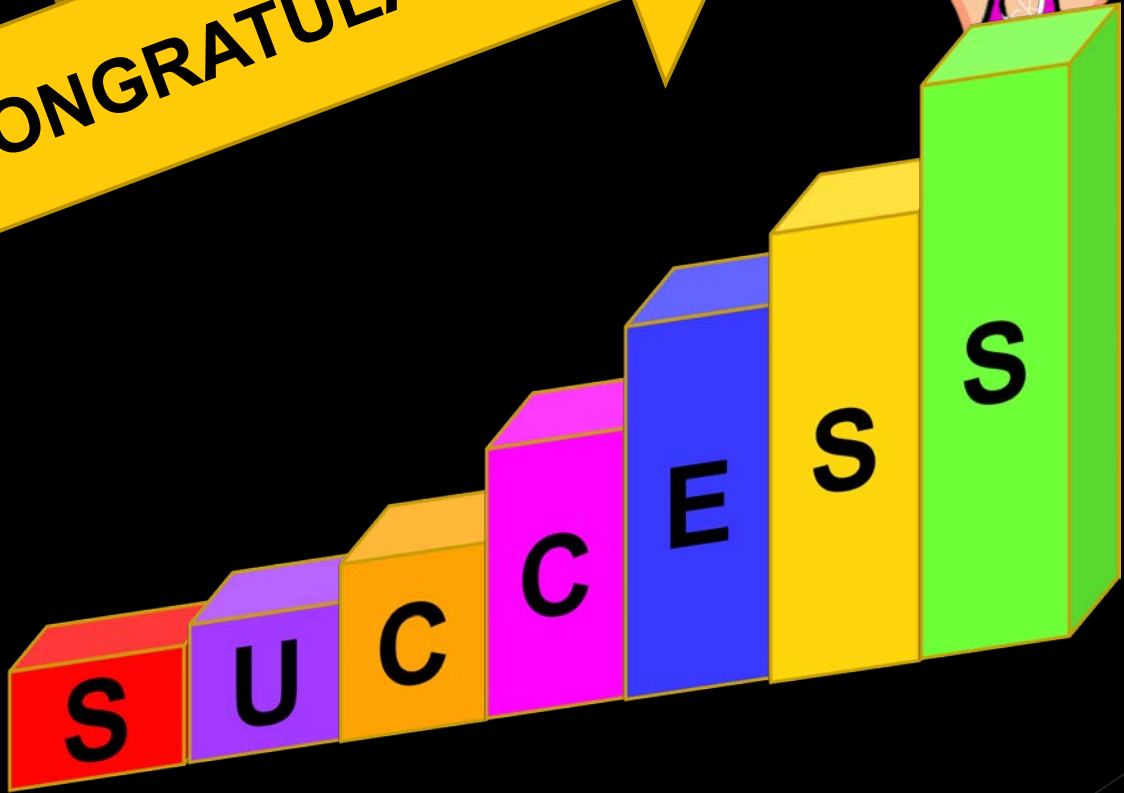
C: Speak in a calm voice; acknowledge the customer's feelings.

7. The customer refuses to give you all the information you need.

A: Explain why you need the information and then ask the customer to reconsider giving it to you.



CONGRATULATIONS!



PROBLEM



SOLUTION



SUCCESS

Open Your Tool Box

Tighten up
loose ends

Be level
headed

Getting
information
should not be
like pulling
teeth

Don't
hammer
on
negative
aspects



Always
smile

<https://www.youtube.com/watch?v=GJpyVoFMtWA>

Customer Services Means

- Doing ordinary things extraordinarily well
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Summary

▶ In a Nutshell.....

▶ **K**nowledge

▶ **E**xperience

▶ **Y**ou

Got Questions?

Thank You.

Reference

- ▶ Carlaw, Peggy & Deming, Vasudha Kathleen, *The Big Book of Customer Service Training Games*, McGraw-Hill 1999