

CUSTOMER SERVICE ESSENTIALS | Presented by Dianna Torres  
April 12, 2017

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ANTICIPATED OUTCOME

Demonstrate skills in telephone etiquette, customer service, communication, and listening in order to create a positive and effective customer experience.

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CUSTOMER SERVICE 101

CUSTOMER SERVICE  
IS NOT A DEPARTMENT.  
It IS AN ATTITUDE.  
-UNKNOWN

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WHO ARE OUR CUSTOMERS?

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**THE 7/11 RULE**  
IT ONLY TAKES 7 SECONDS FOR SOMEONE TO FORM 11 IMPRESSIONS ABOUT YOU AND YOUR ORGANIZATION

From those 11 impressions your customer will make 3 decisions

- To do business with you
- Not to do business with you
- To maybe do business with you

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**THE 10 AND 5 RULE**

*From this day forward, I solemnly promise and declare that every time a customer comes within ten feet of me, I will smile, look him in the eye, and greet him.*  
—SAM WALTON

**At Ten Feet Away:** We should subtly acknowledge our customer by raising our head and managing our facial expressions. This means wiping the frown, scowl, or "deep thought" look from our face and replacing it with a smile. It also requires our posture to be upright so that we can make and maintain eye contact.

**At Five Feet Away:** Our first use of verbal communication will be engaged. This is when we greet the customer using a warm and friendly tone. This must be genuine and sincere and this is no place for a canned script. It is also important that we speak first to show a welcoming culture to the customer.

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**BEHAVIORS** | How to address behavioral challenges to create a pleasant experience.

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**EMOTIONAL LEAKAGE**  
 CARRYING NEGATIVE FEELINGS FROM ONE SITUATION INTO THE NEXT.  
 "GETTING MAD AT PETER AND TAKING OUT ON PAUL."- NANCY FRIEDMAN

**Causes of Emotional Leakage:**

- > Having a bad day
- > Personal disagreement
- > Boss being mean to you
- > Previous irate customer
- > Conflict with coworker

**Avoiding Emotional Leakage:**

- > Regain professional composure
- > Shift gears emotionally
- > Pause and take a deep breath
- > Handle the situation the best you can
- > Put on a smile, even if it's a phony one

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**AVOIDING THE FORBIDDEN PHRASES**

Forbidden Phrase	Positive Alternative
"I don't know."	"I'll find out."
"We can't..."	Tell them what you CAN do
"You'll have to..."	"You'll need to..."
"Just a second."	"Are you able to hold:"
"No."	Start any other way!

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## 10 CUSTOMER SERVICE BEHAVIORS

- > Greet customers like guests
- > Break the ice
- > Call people by name
- > Ask often – “How am I doing?”
- > Say “please, thank you, and you’re welcome”
- > Reassure customers in their decision to do business with you
- > Smile
- > Use good telephone techniques
- > Listen more than you talk
- > Maintain a positive attitude
- > Watch you dress, grooming, and workplace attractiveness

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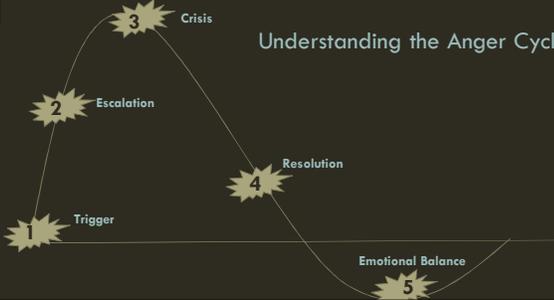
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## DEALING WITH ANGRY CUSTOMERS

Understanding the Anger Cycle




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## DO'S AND DON'TS FOR DEALING WITH ANGRY OR UPSET PEOPLE

Do	Don't
Listen	Give Advice
Take Notes	Interrupt
Tell the upset person what you can do	Problem Solve
Find common ground	Get angry yourself
Thank them for sharing their concerns	Invalidate their feelings/situation

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- L isten
- E mpathize
- A pologize
- P ositive talk
- S olutions




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### STAYING POSITIVE

1. Realize that without our students, we wouldn't have a job
2. Avoid negativity before work
3. Acknowledge that you won't like everyone but you need to be professional
4. Take care of yourself
5. Make room in your life for the things you love
6. Keep the positive comments you get and review them
7. Set goals both personally and professionally and work towards them
8. Avoid negative friends
9. Don't take on other people's junk

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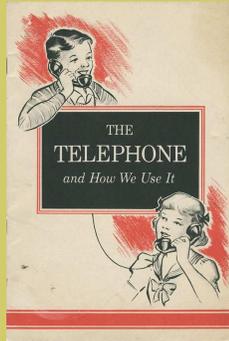
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### TELEPHONE ETIQUETTE

There is no accomplishment so easy to acquire as politeness, and none more profitable.  
 —George Bernard Shaw




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### BEFORE YOU PICK UP

#### Answer Promptly

- Within 3 rings
- Delayed answering irritates the caller

#### Establish Frame of Mind

- Can help or hinder in delivering service
- Act as though the caller is in front of you

#### SMILE

- People can hear the smile in your voice

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### THREE PART GREETING

#### Office Name

- Your organization/office name is the most important information during this conversation. This allows the caller to identify if they have the correct place!

#### Your Name

- State your name. It makes the call more personable and speeds up the rapport process.

#### Invitation for Service

- End with "How may I assist you?" it informs the customer you are ready to serve and invites them to explain their needs.

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Financial Aid, this is Dianna, how may I help you?

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## CREATING A POSITIVE IMAGE THROUGH THE PHONE

Factors that influence your speaking voice	Impress callers with your voice
Pitch	Warm Up
Speed	Breath
Volume	Smile
Inflection	Confidence
Enunciation	

Unclutter your speech by eliminating filler words such as like, hmmm, you know, and uhh.

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## HOLDS AND TRANSFERRING

### Are you able to hold?

*Most people do not like being put on hold, however by following a few simple rules, you may avoid unnecessary conflict.*

- Ask "Are you able to hold?"
- Wait for the caller's reply.
- Provide the caller a timetable.
- If the call says "No",...
- Report to the caller on hold.
- Thank the caller for holding.

### Connecting the caller...

*Only transfer when it's absolutely necessary. Too many transfers leaves a negative impression.*

- Avoid using the word "transfer."
- Explain the Reason for the transfer.
- Give the caller the person's name and direct number.
- Stay on the line.
- If the party being transferred is not available...

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## ACTIVE LISTENING AND COMMUNICATION

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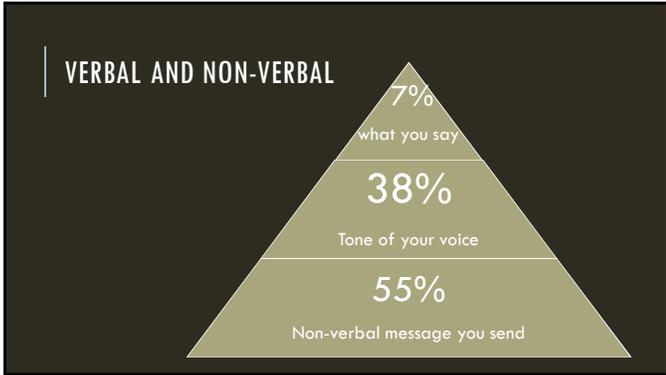
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### STRENGTHENING YOUR VERBALS

- Weak verbals create poor perceptions while strong or assertive verbals create a positive perception.
- Use assertive language whenever possible to create a strong, positive impression on others.

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Weak	Strong
I don't know	Let me find out for you
I'm new here	I'm new here but I'll find someone to help
I'm not sure I can help you	If I can't help you, I'll find someone who can
I don't think I can do that	Here's what I can do
Mr. Smith will be right with you	Mr. Smith will see you in about 15 minutes
There's nothing I can do about that—it's company policy	Our policy is to be fair to all our customers, but here's what I can do for you
I guess we have a problem	To solve this problem, here's what we can do

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## POSITIVE PHRASING

1. Acknowledge the situation and their feelings.
2. Ask them to explain the problem to you again, even if they have already done so with someone else.
3. Repeat your perception of the problem.
4. Make suggestions of what you can do to address the issue.
5. Agree on a follow-up.
6. Make sure you follow up on what you've said you'd do, and contact the customer as promised.

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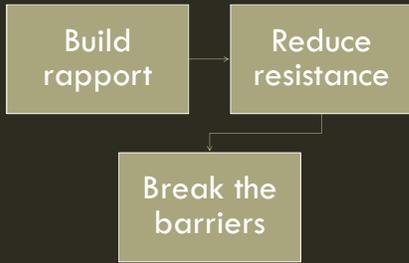
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## CARING COMMUNICATION




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## BUILD RAPPORT

- > Use small talk wisely
- > Find out as much as you can
- > Ask open-ended questions
- > Smile—be friendly
- > Don't appear to be rushed
- > Show genuine interest

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## REDUCE RESISTANCE

- > Be open
- > Listen to what they are saying
- > Find common ground
- > Be genuinely willing to help
- > Use positive phrasing

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## BREAK THE BARRIERS

- > Seek win/win solutions
- > Determine the underlying source of the problem
- > If you do not have the authority to assist, find someone who does
- > Assure them you're on their side
- > Do whatever it takes
- > Keep control of your emotions

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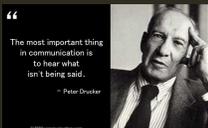
## PROBLEM SOLVING

### Solving Customers Problems

- > Remember, it's not about you
- > Listen without judgement
- > Focus on facts, not feelings
- > Get the whole story
- > Acknowledge what they are going through
- > Do what you can to solve the problem

### Winning Over Rude People

- > Maintain a positive attitude
- > Connect on a personal level
- > Act as quickly as possible
- > Ask how you can help
- > Follow through




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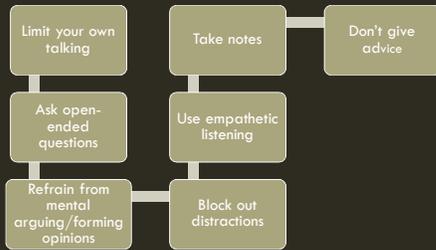
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## THE ART OF LISTENING




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## QUESTIONS TO PONDER

- >How does doing your job well affect your co-workers?
- >How does your job affect the customer?
- >How does your job affect your Institution?
- >How do you measure whether you're doing well?
- >In which areas do you most need to grow?
- >How can I improve my communication skills in the next 3 months?
- >In what areas am I doing really?

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## SOURCES

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