



"Customer Service 101+,  
When That's Not Enough!"

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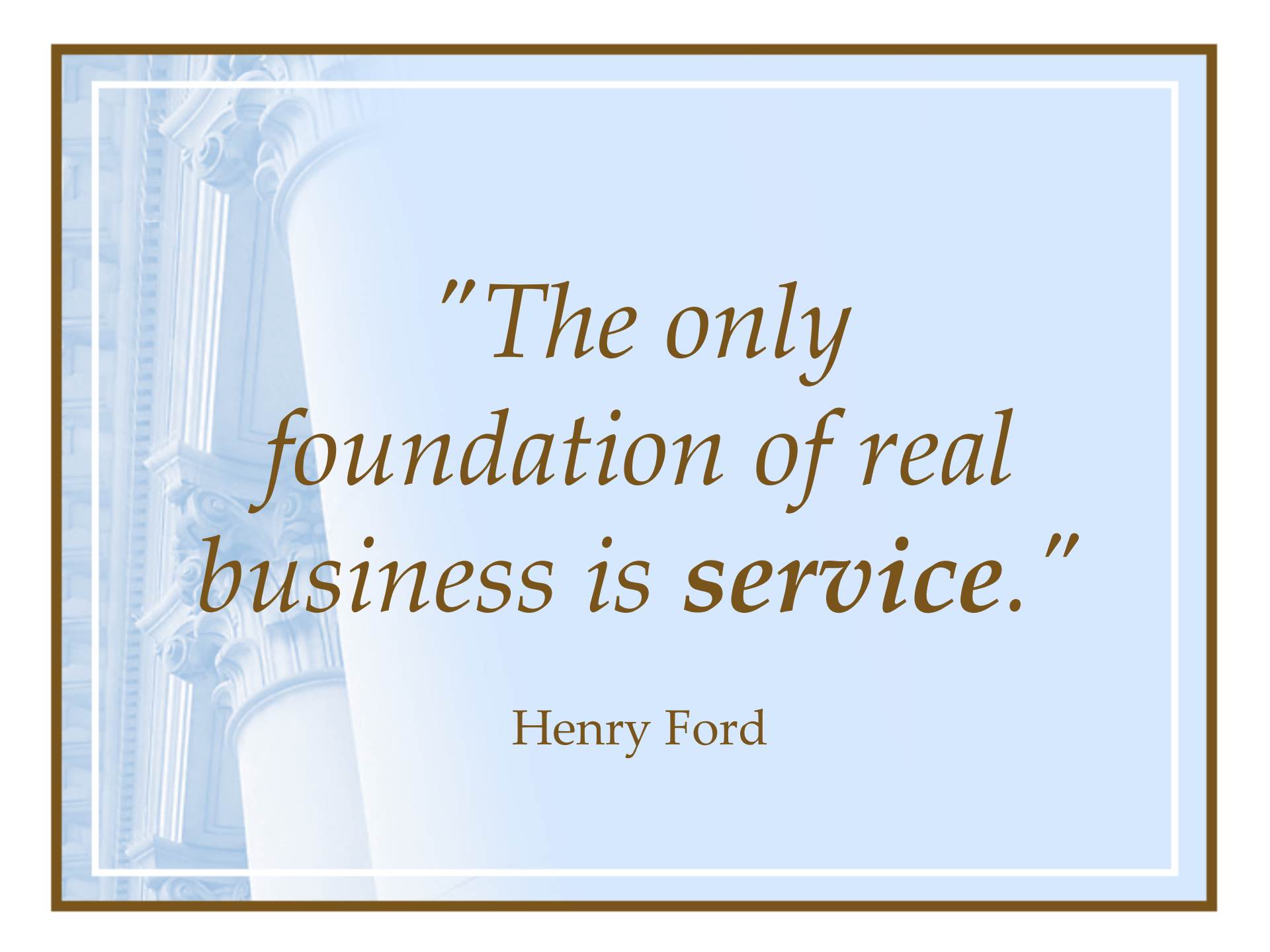


## Course Description

Sometimes it SEEMS that even though you try to “bend over backwards”, it’s not enough to satisfy some people. Is it perception or reality? This course will present concepts of what customer service is really all about and how to make it “over the top, customer service”. Communication skills will be presented to demonstrate diffusing negative situations and turning them from bad experiences to great experiences.

# Introduction

- Who is our customer?
- Defining customer service
- What makes people angry
- The basics of good manners
- Learning how to listen with ears, eyes and other senses
- Getting to the root of the problem
- Communication
- How to keep them
- How to lose them
- Solving the problem



*"The only  
foundation of real  
business is service."*

Henry Ford

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## Who is our customer?

- On the phone
- In person
- Invisible
- The most valuable customer

# Defining customer service

- What is it?
  - Good customer service is not about satisfying the customer, it is about "wowing" the customer!
- The most successful business has a customer driven vision
- Not just meeting, but exceeding customers expectations

# Defining customer service

- Customers are the reason we are in business
- We are in the service business...
- Customers today are used to mediocrity
  - They should be Wowed
  - How can you do it?

# Defining customer service

- First impressions are important
  - Be ready to serve
  - Prompt
  - Courteous
  - Attitude
  - Friendly
  - Helpful
    - Knowledgeable
    - Truthful
    - Ethical



# Appearance Matters

- First thing customers notice
- Attire
- Grooming
- Demeanor
- Good Manners



# Why Customers Leave

- Three main reasons
  - Price is rarely the issue



# Why Customers Leave

- They don't feel valued
  - Their perception is that you don't care about their business



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- They may no longer need your product or service
- Even then you may keep them by staying in touch with their needs and adjusting your offerings to them
- This could mean you need to keep in touch with trends and technology

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- Expectations may change

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- Expectations may change
- What is their # 1 expectation
  - Reliability
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  - Value
- You need to know your patient's top priorities and consistently deliver
- Customers expectations don't change because of their interaction with you, they change because of interaction with others
  - Competition

# What makes people angry

- Promises not kept
  - Over promises – Under deliverance



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- Vague Communication
  - Or no communication
  - Rushed information
    - Oh, you won't really need to know all that
  - Phone calls not returned



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    - Oh, you won't really need to know all that
  - Phone calls not returned
- Making it difficult to do business with a company
- Passing the buck



# The basics of good manners

- Always use the customer's name
  - Pronounce it correctly
  - Use it enough but not too often
    - Too much seems insincere and makes them feel uncomfortable
- Don't be too formal or too informal
  - Ask what they wish to be called.

# The basics of good manners

- Introduce yourself and shake their hand
  - Be aware of cultural differences
  - Be aware of potential health issues
- Make the customer feel comfortable and welcome





# The basics of good manners

- Send thank you notes
- Make sure there are no outstanding issues



# The basics of good manners

- Don't use the golden rule...



# The basics of good manners

- Don't use the golden rule...
- Use the platinum rule
  - Treat them the way they want to be treated
  - Exceed their expectations



# Learning how to listen with ears, eyes and other senses

- We have two ears and one mouth
  - Listen more than you speak



# Learning how to listen with ears, eyes and other senses

- We have two ears and one mouth
  - Listen more than you speak
- Watch
  - Body language
    - Watch with eyes and with your senses as well



# Getting to the root of the problem

- Let them vent
- Listen
- Ask questions to draw them out
- What caused the problem
  - Root cause

# Communication

- Communication skills
  - It's more than just talking
- Speaking
  - Speak at the same rate of speech as your customer
    - Older people like to set the tempo of conversation
    - Don't shout, but ensure that they hear you
    - Don't interrupt
    - Watch the customer as you speak
- Listening

# Listening

- Hear
  - Verbal
  - Non-verbal





# Voice and communication style

- Smile
- Good posture
- Maintain eye contact
- Avoid being monotone
  - Inflection, pitch, rhythm
  - Emphasis
- Maintain good manners
  - Failing to observe good etiquette is bad manners, bad for business

# How to keep them

- Maintain good communication
- Find out what their needs are and meet them and exceed them
- Allow them to tell their story
  - Telling tension
- Follow-up

## How to lose them

- Ignore a problem
- Pass the buck
- Become vague when asked a question
- Speak to them in patronizing tones
  - Interrupt
- DON'T return phone calls promptly
- DON'T place value on customer service

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## Solving the problem

- Ask the customer what it would take to solve the problem
- Go above what they expect
- Just fix it

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# Prevention

- Personalize your service
- Anticipate concerns and address them before they become problems
- Be helpful but not pushy

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# Action Plan

- Maximizing the complaint
  - Turning lemons into lemonade

# Making Lemonade Out of Lemons



## Making Lemonade Out of Lemons

- How you handle a problem determines whether the customer is satisfied and comes back or leaves
  - They will tell others about bad experiences



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## Making Lemonade Out of Lemons

- Profitable outcome/win/win situation

# Conclusion

- Quality Customer Service Builds Customer Loyalty



Questions/Comments/Answers



Thank You