# The Secrets of Great Customer Service

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"No, I'm not angry at you, sir.
I'm angry at the random act of fate
that directed your call to my extension."

#### Who are Customers?

Definition of a customer

Customers are people who need your assistance.

# Why is Customer Service Important?

- Customers pay our salary and make our jobs possible
- Direct customer interaction -> drives perception of company
- Good customer service = client satisfaction
- Poor customer service = less likely to work with you again



## **Communicating Effectively with Customers**

#### **Definition:**

What describes GOOD service and BAD service?

Good customer service is taking that extra step to help without being asked! It's all about attitude and skills.

### **Greeting Customers**

The purpose is to create and maintain a welcoming environment - how can we achieve this?

- Be attentive, acknowledge a person as soon as they appear, even if you're busy
- SMILE!
- Tell them your name
- Ask how you can help
- Give the customer your full attention
- Be polite and courteous

#### **Be a Good Listener**

Active listening = Attending skills (being ready)

- Identify customer needs by asking questions and concentrating on the answers
- ☐ Listen to their words, tone of voice, how do they feel?
- Angry or frustrated?
- Patient, cooperative?
- In a hurry?
- Concentration

## **Using Your Voice**

#### Do you

- Become loud when angry or upset
- Speak faster when nervous
- Speak slowly when tired or bored
- Have a cheerful voice
- My tone of voice is warm and understanding
- Find it easy to talk to people you don't know
- Control your tone in most situations
- Sound bossy, weak or unsure
- Have a clear and easy-to-hear voice
- Speak in a very formal or very trendy manner?

Think about how you might modify your voice in certain situations

## **Guaranteeing Return Business**

- Leave a positive impression, smile
- Check customers have everything they need
- If you've said you'll follow-up, do so
- Tell them something that may be useful to them later (eg new service starting soon)
- Say goodbye

# A Positive Organisational Image

First impressions count and will affect the interaction. People make judgements in the first 30 seconds.

Golden Rule - You only have one chance to make a first impression!

#### **A Positive First Impression**

- Be confident
- Knowledge know your organisation and the services you provide
- Confidentiality
- Follow up (don't just say you'll do something, do it)
- Strengthen the customer's commitment to your organisation

#### What to Avoid

- Mangling a client's name = ask the person how their name is pronounced
- $\square$  But = and
- Give me one second to look into that = Tell the cust how you're going to help them
- I'm sorry = I want to make sure I understand your issue
- Actually = I want to check that we're both on the same page
- Can I put you on hold? = May I place you on a brief hold while I do XYZ?
- Department = My colleagues
- Our, we = I and me



## **Types of customers**

## **Angry Customers – The Angry Andy**

- Listen carefully without interrupting so you understand the problem
- Do your best to solve his case quickly.
- Stay calm and remain polite
- Make sure you clearly state what he needs to do to get out of the situation
- Don't take it personally, be defensive or blame others
- Propose an action plan and follow it
- Don't simply tell him that everything will be OK. Tell him what exactly you will do to make everything OK.

#### The Talkative Customer

- Ask closed questions
- Limit the time available for them to interrupt (don't have long pauses)
- Provide minimal response
- Smile and be pleasant, but don't encourage them

## The Mistaken Customer - The Mistaken Mitch

- Acknowledge what they say
- Be generous with praise
- Don't put them in their place no matter how tempting
- Don't try to be smart you can't win!
- You can make a polite suggestion and imply that he will get better results if he tries to solve his problem a bit differently.
- Show evidence
- Don't push it

### The elitist customer

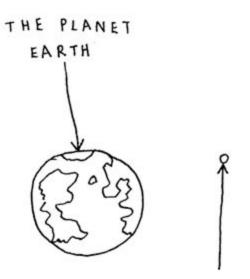
- Assert that you are qualified to fix their issues, but do so in a polite manner
- If the problem can be solved without a manager's intervention, inform them that it's not advisable to escalate the call to a supervisor
- Make sure, however, that you can thoroughly address their issues

### The positive customer

- They are friendly customers who just want to get their problems fixed
- Just continue giving the best service to them and they'll likely to stick to your brand

## Conclusion

- Good customer service is critical to perception
- Make every customer feel important
- Think like the customer
- Be a good listener
- Follow up and follow through



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## THANK YOU!