

The Secrets of Great Customer Service

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**Customer
Service
Department**



**“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
- ❑ 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



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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

THE PLANET
EARTH



SOME OTHER
PLANET, WHERE
PEOPLE STILL
DARE TO EXPECT
GOOD CUSTOMER
SERVICE



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THANK YOU!