

Providing Quality Customer Service

A Customer Service Dilemma

- ▶ Employees throughout many industries share a common situation: They often handle the same kind of customer interaction over and over again throughout the day.
- ▶ This can often make employees feel bored or frustrated. They feel like they hear the same things 100 times a day.



A Customer Service Story

- ▶ Employees at Walt Disney World are put through comprehensive customer service training. The employees see themselves as being “onstage.”
- ▶ It is one person’s task to stand inside Cinderella’s Castle and answer questions. One employee was asked 85 times in one day “Where is the restroom?” By the end of the day she wanted to scream, “Can’t you see the sign dummy!”
- ▶ But she remember her training where she learned that it may be the millionth time YOU have heard the question, but it the FIRST time the customer has asked it.



Who Are My Customers?

Students

Admissions

Instructors

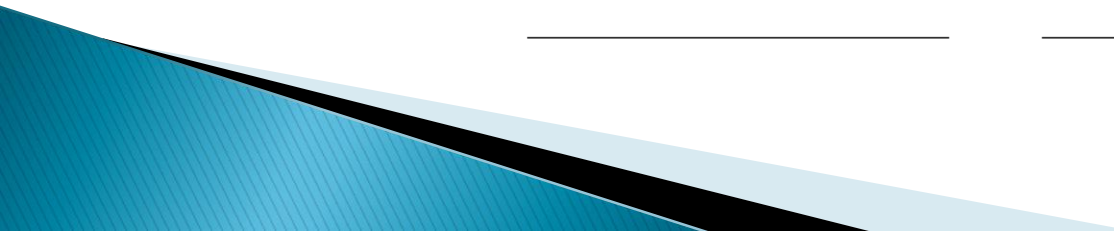
Parents

Student Services

Defining Customers

Internal

External



What Do Customers Want?

- ▶ Customers want a variety of responses from you. Most of all, people want to be treated like human beings.
- ▶ Some of what they want include:
 - To be taken seriously
 - To be treated with respect
 - To get immediate action
 - To clear up any problems, so that they never happen again
 - To be listened too



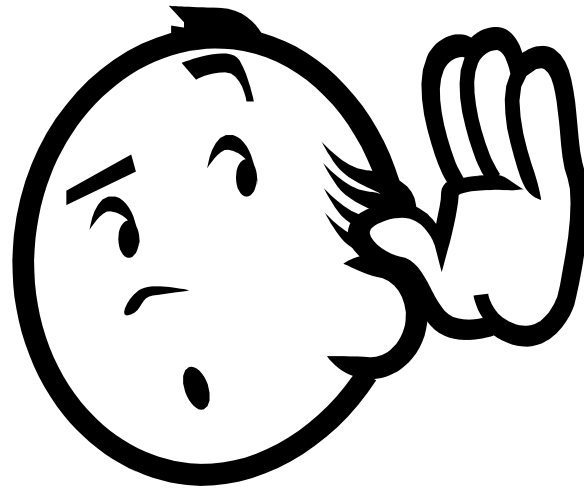
TIP: Customers are human! Deal with the human emotions first before you address the problem.

Words Make The Difference


- ▶ Keep it impersonal to avoid causing defensiveness
 - If someone does or says something wrong, point out the mistake indirectly.
 - Example: “There are a few areas on this form that we need to complete before it can be submitted.”
- ▶ Use “I” instead of “You”
 - Don’t blame or belittle the individual you are working with. Acknowledge the problem using an “I” statement.
 - EXAMPLE: “I can see that there has been a misunderstanding.”
- ▶ Avoid giving orders
 - People don’t like taking orders. Rephrase your statement in a question.
 - EXAMPLE: “Would you mind waiting here while I speak with my supervisor.”
- ▶ Take ownership of solving the problem
 - Even if it is not your job duty, find someone who can help.
 - EXAMPLE: “I do not have the authority, but let me find someone who might be to help.”

Listening Skills

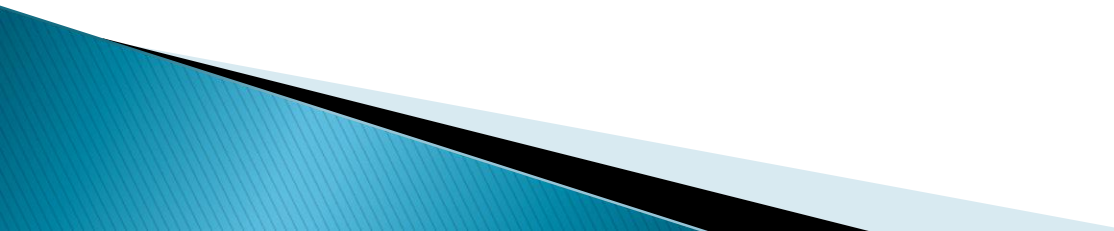
- ▶ There are times when we simply hear people talking without really LISTENING. Listening carefully is a skill that requires conscious practice to develop.



Listening Skills

- ▶ **Concentrate on Understanding** – Be aware of your own filters. Don't let your perceptions and beliefs get in the way of understanding. Do not interrupt. If you have the urge to interrupt, take deep breath and remind yourself to listen.
 - ▶ **Listen for Both Facts and Feelings** – When emotions run high, facts and feeling become intertwined. You'll need to understand both before resolving the underlying issues.
 - ▶ **Pay Attention to Nonverbal Cues** – The effective listener perceives far more than the speaker's words. A person's posture, body movements, and facial expressions can speak volumes about his or her feelings.
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Tips for Dealing with Difficult Customers

- ▶ **Time Out:** If you find yourself becoming upset give yourself a timeout. Excuse yourself politely. Get some air or take a few deep breathes. It may be wise to request a colleague or supervisor finish up with the customer.
 - ▶ **Polite Repetition:** If a customer keeps insisting on something that is unreasonable or impossible, keep repeating what you can do without becoming loud or hostile.
 - ▶ **Take Notes:** Taking notes can help you keep focused on facts instead of emotion. It also shows the customer that you are listening and they often respond by calming down.
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Attitude is Everything

Your attitude determines 100% of the impression you leave with people everyday.

THE GOOD NEWS:

You get to choose your attitude.

Thoughts / Questions?

