

Welcome to:

Quality Customer Service



Learning Objectives

- Develop winning customer service attitudes
- Identify customer needs
- Provide for customer needs
- Ensure that customers return

Agenda

Part 1: Introduction	30 minutes
Part 2: Transmitting a Positive Attitude	55 minutes
Break	10 minutes
Part 3: Identifying Customer Needs	40 minutes
Break	5 minutes
Part 4: Providing for the Needs of Your Customers	65 minutes
Lunch Break	60 minutes
Part 5: Making Sure Your Customers Return	40 minutes
Part 6: Skill Practice—Providing Quality Customer Service	50 minutes
Part 7: Conclusion	15 minutes

Customer Service Dimensions

Procedural

- Established systems and procedures

Personal

- Attitudes, behaviors, verbal skills

Skillful Listening

Keep customers happy by becoming a better listener:

- Stop talking
- Avoid distraction
- Concentrate on what the other person is saying
- Look for the “real” meaning
- Provide feedback

Features and Benefits

When selling products or services, emphasize the benefits...

“Features” are facts

- Example: Our coffeemaker includes an electronic timer.

“Benefits” describe what those facts will do for the customer

- Example: The electronic timer can start your coffee brewing while you’re in the shower.

Features and Benefits

Features (facts)	Benefits (what's in it for the customer?)

Handling Complaints Effectively

- Recommended steps include:
- Listen carefully to the complaint
- Repeat the complaint back and get acknowledgement that you heard it correctly
- Apologize
- Acknowledge the customer's feelings
- Explain what corrective action you will take
- Thank the customer for bringing the problem to your attention

Skill Practice: Roles

Service Provider

- Read your role play and plan your strategy (H1, H2, or H3)
- Start the role play by giving a short overview of the situation

Customer

- Read your role play and plan your strategy (H4)
- Remember, the goal is to give the service provider practice—challenge the person, but don't make it too difficult

Observer

- Manage the role play—watch the clock!
- Use the worksheet (H5) to record your observations

Skill Practice: Timeline

For each role play:

- 3 minutes for preparation
- 5 minutes for role play
- 3 minutes for feedback