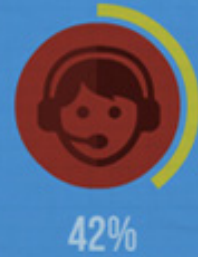




THE CUSTOMER SERVICE COLLECTION

SELF-STUDY WORKBOOK



Customer Service Success

“THE BEST WAY TO FIND YOURSELF IS TO LOSE
YOURSELF IN THE SERVICE OF OTHERS”

We all love to receive great customer service. As consumers it makes us feel good and this course is designed to target actual skills you can identify and improve to help you provide great customer service in the future.

NAME



BE A GREAT LISTENER



KEY LEARNING POINTS

You won't be able to help your customers if you don't listen to their needs.

Customers who feel like they're not being listened to become very frustrated.

By listening you will show that you care and want to offer the right solution.

To be a great listener you need to stop talking.

If we were supposed to talk more than we listen, we would have two tongues and one ear.

When you interact with a customer, try to not interrupt or finish their sentences for them.

When the customer has finished talking you may need to clarify what was said to ensure you've received their message accurately.

THE CHALLENGE

IMPROVE YOUR LISTENING SKILLS

Pay Attention

You need to give the customer your undivided attention and acknowledge the message. Write down three actions that might stop you doing this, for example – checking social media during conversation:

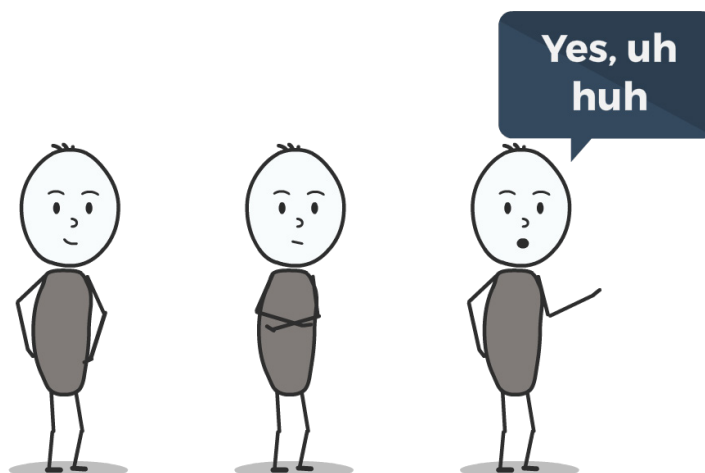
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Show That You're Listening

Your body language and gestures convey your attention when speaking with a customer. Circle the positive body language image you should adopt below:



Provide Feedback

Our personal filters, assumptions, judgements and beliefs can distort what we hear. As a listener, your role is to understand what is being said. Use the following phrases to reflect and ask questions:

- "What I'm hearing is"
- "Sounds like you are saying"
- "Is this what you mean?"

YOUR OWN EXPERIENCES

Think of a recent interaction with a customer which was difficult.

Why was the customer being difficult?

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Who did most of the talking, the customer, or you?

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What lessons can you draw from the way you handled the situation?

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NOTES

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TAKEAWAYS

**THE MOST BASIC AND POWERFUL WAY TO
CONNECT TO ANOTHER PERSON IS TO LISTEN.
JUST LISTEN. PERHAPS THE MOST IMPORTANT
THING WE GIVE EACH OTHER IS OUR ATTENTION**

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MASTER POSITIVE LANGUAGE



KEY LEARNING POINTS

Your ability to make minor changes in your conversational patterns can truly go a long way in creating happy customers.

Language is a very important part of persuasion, and people (especially customers) create perceptions about you and the company you work for based on the language you use.

ACTIVITY

It's impolite to correct people or try to convert their vocabulary from negative to positive but you can certainly learn a lot by listening. In your next conversations with customers, or even listening to how peers speak with customers, as you listen, try to identify negative speech patterns and think about how negative language can cause any messages to have a negative undercurrent:

Write down any common negative words you identified being used:

E.g. "Don't"

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GOOD THINGS COME IN SMALL PACKAGES

Adding any one of the following little words has the potential to transform average customer service into great customer service.

1. **Definitely**
2. **Surely**
3. **Absolutely**
4. **Certainly**
5. **Fantastic**



ACTIVITY

Insert a positive word in the following phrases to transform them from ordinary to super!

I will make sure that it gets sorted.

You will be able to enjoy.

I agree.

I can help you.

That is a alternative.

TAKEAWAYS

IN A CUSTOMER SERVICE ENVIRONMENT, THE LANGUAGE THAT YOU USE CAN HAVE A HUGE IMPACT ON HOW THE CUSTOMER PERCEIVES YOU AND THE COMPANY YOU WORK FOR

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HAVE PATIENCE



KEY LEARNING POINTS

Sometimes, due to situations outside of your control, you're going to come across difficult customers.

Whether they've had a terrible day, or they are just a natural born complainer, some customers will need extra attention to understand things.

In these situations you must have patience.

It's important to remember that customers reach out for support when they are confused or frustrated.

The worst thing you can do is lose your cool.

Instead try to recall situations in your own life when you were upset with a product or service. This will help you feel some compassion and understand your customer better.

If you do notice that you're starting to be irritated by the customer try to control your self-talk.

The things we say to ourselves have an uncanny ability of coming true, whether they're positive or negative.

ACTIVITY

Think of an occasion when you got really frustrated with the level of service you received.

Type the four words below that best describe how you felt at this point:

#1

#2

#3

#4

Next time you are dealing with a tricky customer, try to remember that the customer is likely experiencing one or more of the descriptors you have identified in your list.

SELF TALK

Bet You Didn't Know...

Over the last several decades psychologists have come to recognise the power and significance of what we say to ourselves, in our head, or "self-talk". It influences our emotions much more than one would think. That's why looking at what you say to yourself in difficult customer situations is so important. Change your self-talk and you can be more calm and effective.

Next time you're dealing with a tricky customer, use these common phrases to help shape your self-talk and stay in control.

"This person really needs some help"

"They aren't really angry at me personally"

"I can handle this"

Write down any phrases you think will help your self-talk when next dealing with a customer:

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TAKEAWAYS

MANY HOBBIES TAKE PATIENCE TO LEARN AND GET GOOD AT, BUT EVEN THOUGH WE'VE DEVELOPED THAT PATIENCE, WE DON'T THINK TO APPLY IT OUR WORK LIVES. BEING MORE AWARE OF HOW PATIENCE HELPS YOU IN ALL AREAS OF LIFE CAN HELP YOU BECOME A MORE PATIENT PERSON AT WORK TOO

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COMMUNICATE CLEARLY



KEY LEARNING POINTS

It's okay to find out more about your customers, but make sure you're getting to the problem at hand quickly.

Importantly, you need to be cautious about how some of your communication habits translate to customers.

The seven Cs of clear communication:

- 1. Clear**
- 2. Concise**
- 3. Concrete**
- 4. Correct**
- 5. Coherent**
- 6. Complete**
- 7. Courteous**

Note:

All of us communicate every day. The better we communicate, the more credibility we'll have with our customers.

Use the 7 Cs of communication as a checklist for all your communication. By doing this you'll stay clear, concise, concrete, correct, coherent, complete and courteous.

ACTIVITY

Read out the statement in the triangle below:



Chances are you read the statement as '**A walk in the park**' ignoring the repeated word the.

When we read and communicate information we often ignore unnecessary information that we don't really need. This is all part of the way we learn to communicate. We often don't pay attention to what we believe is not important or necessary information.

Top Tip:

Being more aware of how we ignore or filter out certain bits of information as demonstrated in this activity can help us avoid doing this during critical communications in the future.

TAKEAWAYS

**WHEN IT COMES TO IMPORTANT POINTS THAT
YOU NEED TO RELAY CLEARLY TO CUSTOMERS,
KEEP IT SIMPLE AND LEAVE NOTHING TO DOUBT**

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LEARN TO BE PERSUASIVE

**LOOK INTO
MY EYES**

BECAUSE

KEY LEARNING POINTS

Learning how to reach mutually acceptable compromises between you and your customer is an essential skill.

With the correct use of language you can even hypnotise your customer to agree with you.

Hypnosis is a powerful psychological tool that relies on persuasion tricks.

The key is to use arguments that seem perfectly logical to illustrate what you're saying.

This means avoiding using words like "I believe" and basing your arguments on external, objective elements.

This will work on your customer's persuasion on a subconscious level.

HYPNOTIC WORDS

The word 'because' is a hypnotic word. It stimulates our unconscious minds.

CASE STUDY

Ellen Langer, a Harvard psychology professor performed an experiment using the word because. In the experiment Langer asked to push in line at the library to photocopy some papers:

“Excuse me, I have five pages. May I use the Xerox machine because I’m in a rush?”

The number of people who agreed: 94%

“Excuse me, I have five pages. May I use the Xerox machine?”

The number of people who agreed: 60%

You’d be inclined to think the difference was because of the reason she gave. But a further experiment indicated otherwise...

“Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?”

The number of people who agreed: 93%

Notice that no real reason was given this time – obviously everyone was waiting for the Xerox machine had to make copies. Yet nearly as many people agreed as when a real reason was given.

The key was the word BECAUSE and it’s magical influence on us.

TAKEAWAYS

BECAUSE IS A MAGIC WORD WHEN YOU WANT TO GET SOMEONE TO DO OR AGREE TO SOMETHING. WITH PRACTICE IT BECOMES REALLY EASY TO WORK INTO CONVERSATIONS WITH CUSTOMERS AND HAS VERY POWERFUL EFFECTS ON YOUR ABILITY TO PERSUADE AND INFLUENCE THEM

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CLOSE THE CONVERSATION



KEY LEARNING POINTS

Being able to close with a customer means being able to end the conversation with confirmed satisfaction and with the customer feeling that everything has been taken care of.

Prematurely ending a customer conversation before all of their problems have been addressed is the last thing the customer wants.

Be sure to take the time to confirm that each and every issue the customer had has been entirely resolved.

ACTIVITY

What three important things does this show the customer:

#1

#2

#3

TAKEAWAYS

**WHEN YOU GET A CUSTOMER TO, “YES, YOU’VE
RESOLVED ALL OF MY ISSUES!” IS WHEN YOU
KNOW THE CONVERSATION IS OVER!**

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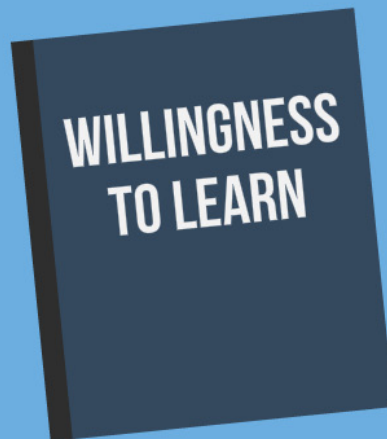
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DEVELOP A WILLINGNESS TO LEARN



KEY LEARNING POINTS

People who don't seek to improve what they do will get left behind by the people willing to invest in their skills.

Every customer is different and some may even seem to change week-to-week.

Providing good customer service is a continuous learning process.

The most successful people in life recognise that you can't know everything.

Being willing to say "I don't know" may well improve the trust the customer has in what you DO know.

DISCOVERY WORDS

Adding a discovery response such as "but I do know how to...." When responding to a customer can help, and build rapport and trust.

How could you use a discovery response when asked the question "The product is out of stock on the shelf"?

TAKEAWAYS

IT MAY BE BETTER TO WORK SMARTER RATHER THAN JUST HARDER, YET IN MANY CULTURES WHERE HARD WORK IS HIGHLY VALUED IT CAN BE DIFFICULT TO DETERMINE JUST HOW TO ‘APPROPRIATELY’ MAKE THAT SHIFT. ADMITTING THAT WE CAN’T KNOW IT ALL, MAY WELL BE THE FIRST STEP TOWARD KNOWING MORE

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ACTION PLAN

KEY SKILLS (WHAT ARE THE KEY SKILLS YOU HAVE LEARNT DURING THIS COURSE)

WHAT WILL YOU DO DIFFERENTLY IN THE WORKPLACE?

WHAT OBSTACLES MIGHT GET IN THE WAY OF YOU ACHIEVING THIS?

WHAT, OR WHO MAY HELP YOU OVERCOME THESE BARRIERS?



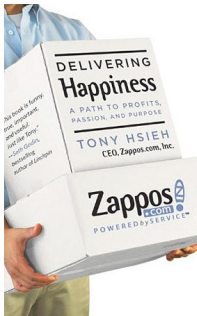
SUGGESTED READING

If you would like more detailed explanations or additional advice on the topic of Customer Service you should consult the following literature:



THE THANK YOU ECONOMY

Gary Vaynerchuk



DELIVERING HAPPINESS

Tony Hsieh

This workbook was produced by:

