

Slide 1:



Presented by:
UT Employee Assistance Program
(713) 500-3327

Welcome to UTEAP's presentation on customer service fundamentals

Slide 2:



- Define customer service excellence
- Identify behaviors that demonstrate a customer-focused approach
- Discuss strategies for creating positive customer experiences

During the course of today's training we will define customer service excellence, identify behaviors that demonstrate a customer-focused approach and discuss strategies for creating positive customer experiences

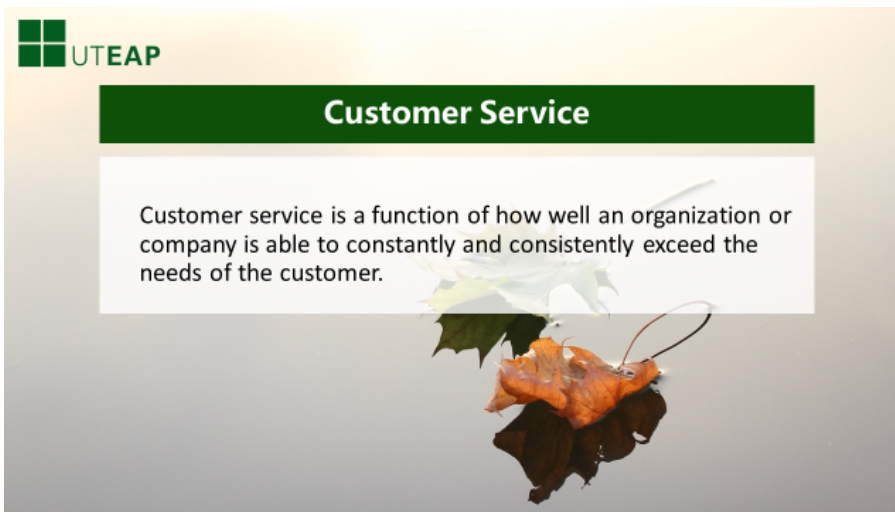
Slide 3:



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Take a moment to examine this cartoon. Is this how you would define customer service? Many of us would see this as the exact opposite of what our customers expect. Customers love and cherish organizations that treat them the way they want to be treated. They'll even pay more to get good service. Take a look at the following survey statistics that prove this point. Customers spend up to 10% more for the same product with better service a customer. A customer will tell anywhere from 9 to 12 people when they get good service. When that customer receives poor service, he or she will tell up to 20 people. How well you communicate and establish a relationship with your customers is the essence of customer service.

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Customer service is a function of how well an organization or company is able to constantly and consistently exceed the needs of the customer. It involves providing services in a way that delights the customer. It makes the customer want to return to you for services in the future as well as refer you to others. Superior customer service allows you to stand apart from the rest of your competitors.

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Let's take a moment to discuss the importance of delivering strong customer service to your customers. Happy customers are return customers. A client or customer will support businesses that treat them well and those that are able to deliver a consistent level of service. **Referrals** - happy customers tell others about their experiences. These referrals are potential new customers, which expand your client base and therefore grows your business. **Increased organizational effectiveness** – When you are able to provide customer service consistently and successfully, your organization becomes more effective. You are able to maintain current customers, meet productivity standards, and create a positive company brand that makes you a company of choice.

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How then do we create a customer focused approach? Strong customer service is built on two dimensions. The strength of your **RELATIONSHIPS** and the ability to deliver **RESULTS**. Customer service includes successfully developing relationships and providing results. Simply put, it means listening deeply to a customer's needs in order to develop rapport or relationship and actually providing the solution or result to those needs – no matter how simple or complex. Let's talk more specifically about how we would establish relationships and offer results.

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The slide features a background image of a single green leaf resting on a light-colored surface. In the top left corner, there is a logo consisting of a green square divided into four smaller squares, followed by the text "UTEAP". A dark green horizontal bar at the top center contains the title "Building Relationships" in white text. Below this bar, a white rectangular box contains a bulleted list of three items.

UTEAP

Building Relationships

- Give customer your full, undivided, attention
- Connect with the customer
- Be positive

Building strong customer relationships is essential for successful customer service. We form relationships by giving your full undivided attention to your customer, connecting with the customer and being positive.

Slide 8:

The slide features a background image of two green leaves with water droplets on them. In the top left corner, there is a logo consisting of a green square divided into four smaller squares, followed by the text "UTEAP". A dark green horizontal bar at the top center contains the title "Giving Your Full Attention" in white text. Below this bar, a white rectangular box contains a bulleted list of two items.

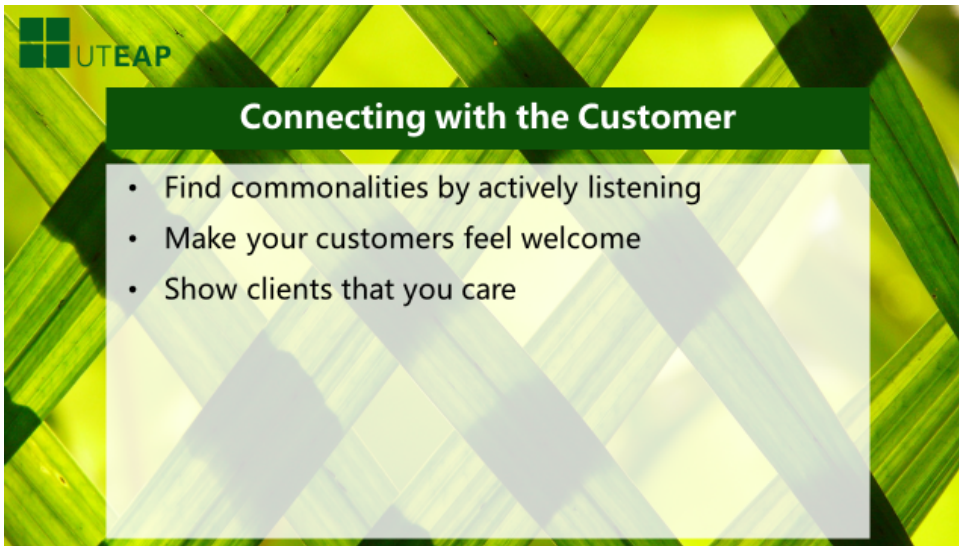
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Giving Your Full Attention

- Stop what you are doing
- Deal with interruptions promptly

Giving your full attention to your client means being fully present and engaged during your interactions with him or her. To do this, you stop what you were doing in order to concentrate completely with them. For example, if a client comes to discuss the service with you turn away from your computer and addressed him or her. This sends a message that the topic is important and that you were fully involved in the conversation. Deal with interruptions promptly. The fast-paced world of work doesn't always allow for uninterrupted time. When interruptions cannot be avoided, simply deal with them quickly as possible and return to your client.

Slide 9:

The slide features a green and yellow geometric pattern background. In the top left corner is the UTEAP logo, consisting of a 2x2 grid of squares followed by the text 'UTEAP'. A dark green horizontal bar at the top contains the title 'Connecting with the Customer' in white. Below this, a white rectangular box contains a bulleted list of three items.

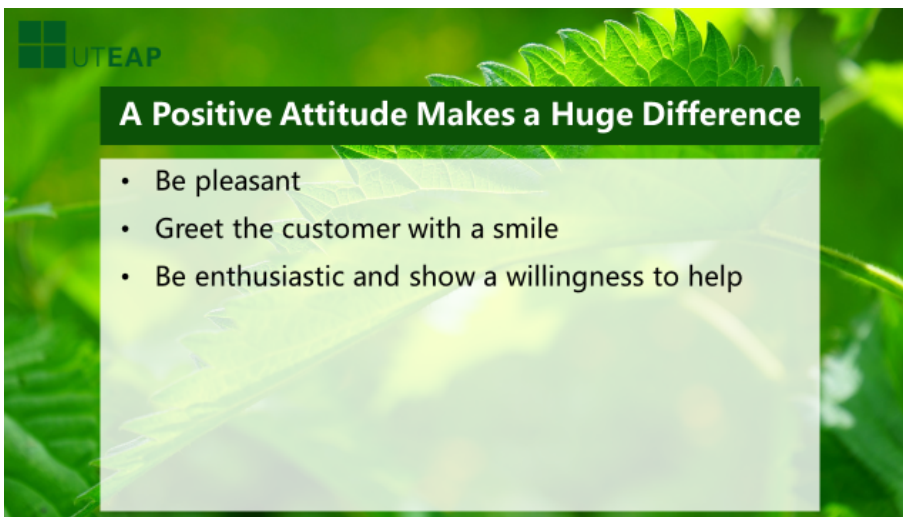
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Connecting with the Customer

- Find commonalities by actively listening
- Make your customers feel welcome
- Show clients that you care

Another way in which we build strong relationships with customers is to connect with them. When you connect, you make the customer feel respected, cared for, and comfortable that you were able to meet their needs. Find commonalities by actively listening. Focus on the customer in order to find out what is important. Some customers value frequent check ins, others may only want to hear from you once a task has been completed. You can only determine what a customer values by actively listening to him or her. Say things that make people feel welcome, establish eye contact, smile, address the customer by name, and sound energetic and confident. Show people that they mean something to you by remembering information about likes and dislikes. As we mentioned earlier, you can accomplish this by listening to what a customer communicates to you. You will be able to identify and anticipate needs by being alert in monitoring client choices and preferences

Slide 10:

The slide features a background of vibrant green leaves. In the top left corner is the UTEAP logo, consisting of a 2x2 grid of squares followed by the text 'UTEAP'. A dark green horizontal bar at the top contains the title 'A Positive Attitude Makes a Huge Difference' in white. Below this, a white rectangular box contains a bulleted list of three items.

UTEAP

A Positive Attitude Makes a Huge Difference

- Be pleasant
- Greet the customer with a smile
- Be enthusiastic and show a willingness to help

Finally we also build lasting relationships by simply being positive. A positive attitude makes a huge difference in your interactions with clients. How many times have you had an experience as a customer or you've encountered someone with a negative attitude? Recall that experience. Did it make you want to return to do business with that person or company again? Most likely not. Keep in mind that your clients will not want to return to your business if there is a lack of positivity. Being positive means being pleasant, listening to their requirement, greeting your customer with a smile and exhibiting an enthusiastic attitude signals to the customer that you were willing to help. When you positive attitude is reflected, it will be mirrored back by the customer.

Slide 11:

The slide features a background image of green palm fronds. In the top left corner is the UTEAP logo, which consists of a 2x2 grid of squares followed by the text 'UTEAP'. A dark green horizontal bar at the top center contains the title 'Delivering Results' in white. Below this bar is a white rectangular box with a light green border containing a bulleted list.

UTEAP

Delivering Results

- Finding effective ways to help
- Problem solving
- Be knowledgeable about your product/service.

The second dimension in developing a customer focused approach is how effectively you deliver results. This includes finding effective ways to help people solve their concern. Be knowledgeable about your product and/or service.

Slide 12:

The slide features a background image of green leaves. In the top left corner is the UTEAP logo, which consists of a 2x2 grid of squares followed by the text 'UTEAP'. A dark green horizontal bar at the top center contains the title 'Effective Ways to Help:' in white. Below this bar is a white rectangular box with a light green border containing a sub-header and a bulleted list.

UTEAP

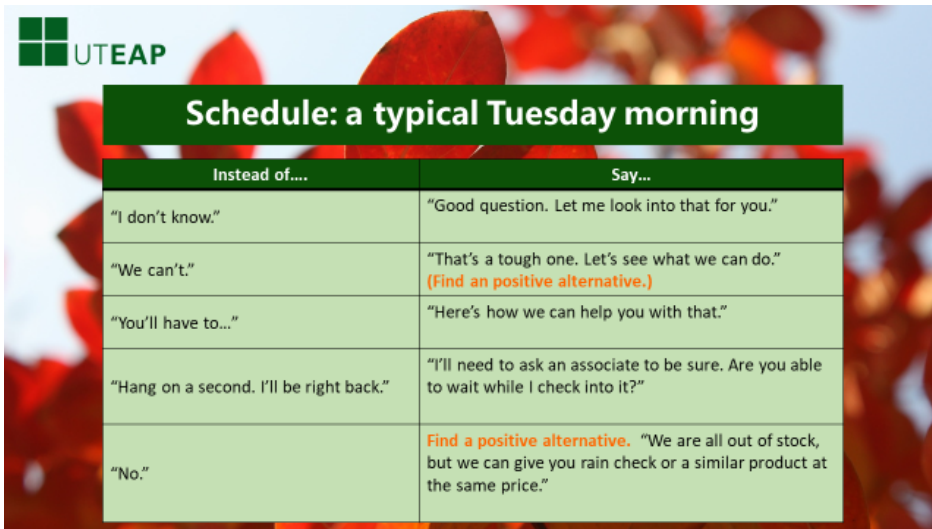
Effective Ways to Help:

Offering Constructive Solutions

- Always offer alternatives
- Reflective listening
- Apologize when things go wrong

Finding ways to help means offering constructive solutions to issues as they arise. Always offer alternatives. Customers must feel that they can rely on you for options. If a client requests an item that is not available, make recommendations on a similar product at the same price. Working with customers to meet their needs helps them feel delighted and supported. Reflective listening - reflect customer feelings back to them. You validate what the customer has said by saying it back to him or her to verify that you understand their needs. Once you confirm the customer's needs, you are able to deliver accurate results. Apologize when things go wrong. Mistakes happen – always be willing to address them head on and offer service recovery.

Slide 13:



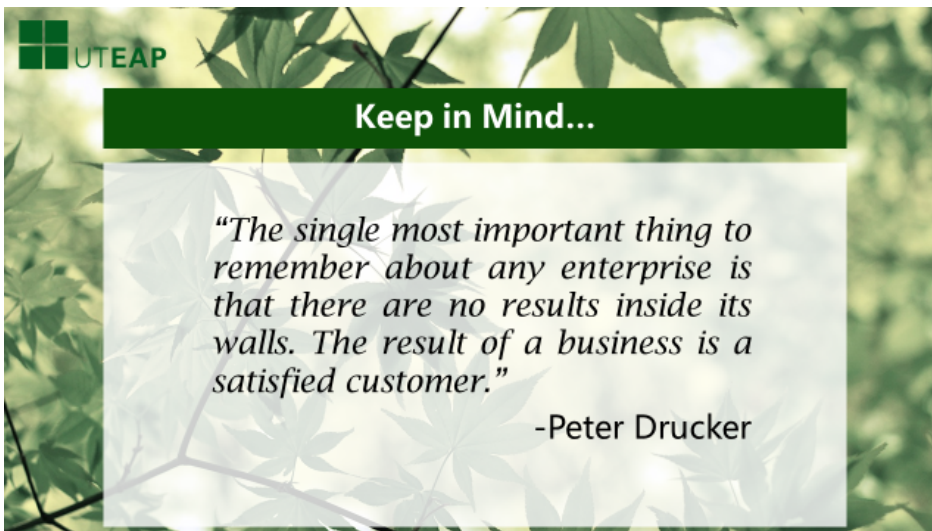
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Schedule: a typical Tuesday morning

Instead of...	Say...
"I don't know."	"Good question. Let me look into that for you."
"We can't."	"That's a tough one. Let's see what we can do." <i>(Find an positive alternative.)</i>
"You'll have to..."	"Here's how we can help you with that."
"Hang on a second. I'll be right back."	"I'll need to ask an associate to be sure. Are you able to wait while I check into it?"
"No."	<i>Find a positive alternative.</i> "We are all out of stock, but we can give you rain check or a similar product at the same price."

Problem solving is another way to ensure that we deliver results. We can create positive customer experiences by the way we manage issues as they arise. On the left-side of the chart are some common phrases used during interactions with customers. Let's take a look at how we can resolve issues. Instead of saying "I don't know" try saying "Good question, let me look into that for you." This allows you time to investigate additional options and lets the customer know you were interested in helping. "We can't" can be replaced by "That's a tough one. Let's see what we can do." and find an alternative. "You'll have to..." puts ownership of the problem or issue with the customer we establish our ownership of the problem by saying "Here's how we can help you with that." "Hang on a second. I'll be right back" this can leave the customer feeling abandoned. Instead say "I'll need to ask an associate to be sure. Are you able to wait while I check into it?" "No." is not problem solving, find a positive alternative.

Slide 14:



UTEAP

Keep in Mind...

"The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer."

-Peter Drucker

"The single most important thing to remember about any Enterprise is that there are no results inside its walls. The result of a business is a satisfied customer." Customer service has everything to do with how a client or customer perceives an organization has delighted him by exceeding his or her needs. When we choose a customer focused approach, we build relationships that let our customers know we care about them, are able to deliver results and value their business.

Slide 15:



On behalf of the UT employee assistance program. I want to thank you for joining us in this training today. We hope you found it informative and interesting. It is now time to apply what you have learned by taking a short post-training quiz. You will need to pass this test in order to receive your certificate of completion. We are confident you will pass and if needed, you may print out the certificate at the end of the training to provide your HR representative as documentation of taking the class. Thank you.