



# U.S. Chamber of Commerce Institute for Organization Management

## **C250 Customer Service Inside & Out**

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# Customer Service Topics

- Communication
- Image
- Greeting
- Asking
- Listening
- Assisting
- Difficult Customers
- Lasting Impressions
- “Lagniappe”



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# Modes of Communication: 7-38-55 Rule

Verbal	7%
Extra-Verbal	38%
Symbolic	55%

*Source: UCLA Professor Albert Mehrabian*

“The most important thing in communication  
is to hear what is not being said.”  
- Peter Drucker



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# Verbal Mode (7%)

Word Choice

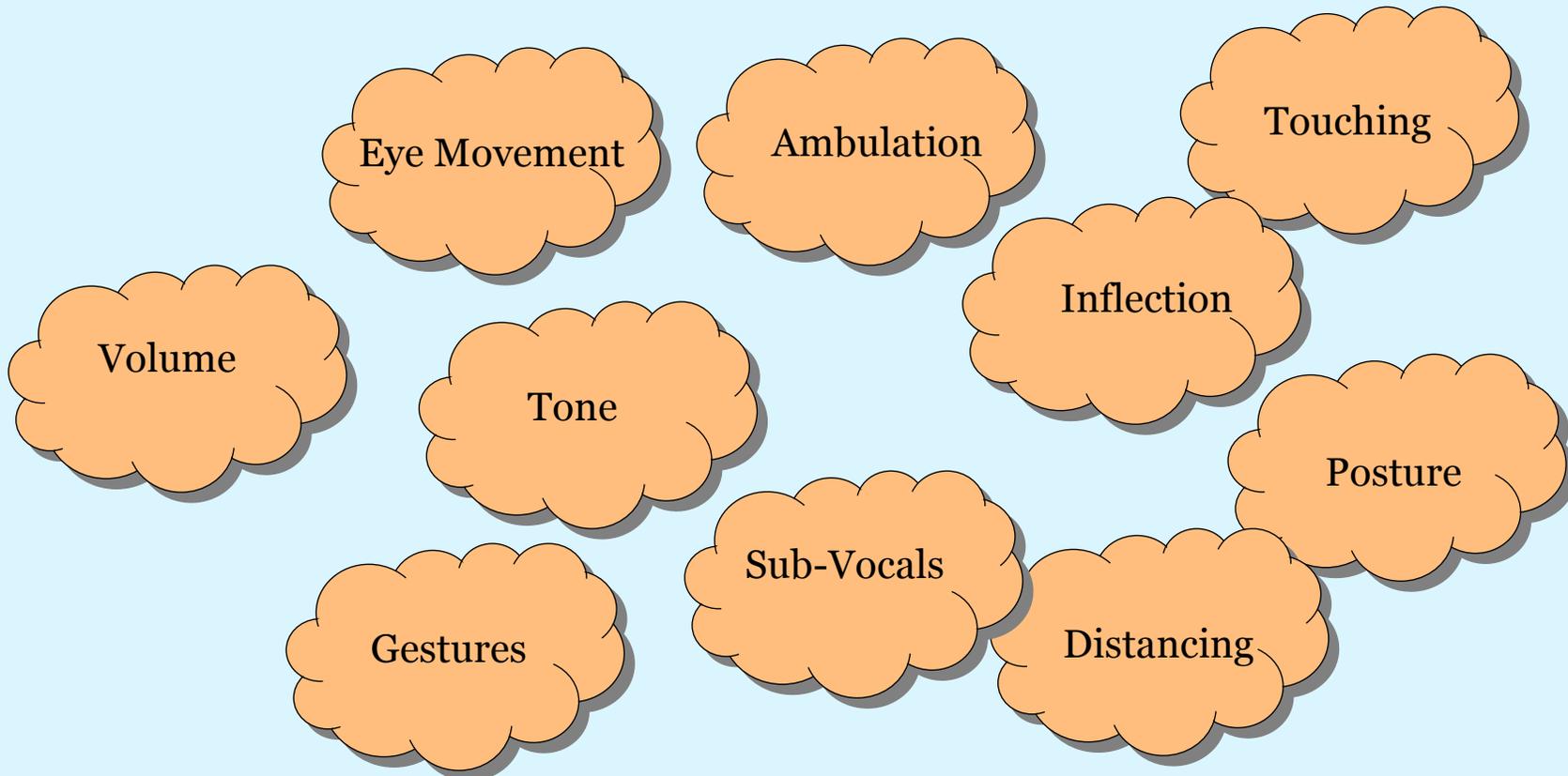
Accents

Jargon

Cliches



# Extra-Verbal Mode (38%)



# Symbolic Mode (55%)



# Barriers to Communication

- Education Level
- Gender
- Environment
- Emotions
- Cultural
- Religion
- Prejudices
- Tolerances
- Authority
- Social Status
- Age/Generation
- Personalities
- Technology
- Ethnicity
- Experience
- Attitude
- Financial situation
- Relationships
- Motives



# Benefits to Effective Communication

- ❖ Reduces confusion and uncertainty
- ❖ Promotes satisfaction & positive attitude
- ❖ Keeps everyone happy
- ❖ Builds trust



# Image of Staff

- Your face
- Your clothes
- Your smile
- Your breath
- Your makeup
- Your smell
- Your jewelry
- Your teeth
- Your voice
- Your posture
- Your hands
- Your manners



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# Image of Office

How many different ways does your office “say” WELCOME!?

Eliminate negative signs:

- “No soliciting”
- “No shirt, no shoes, no service”
- “No parking”

Replace “We are Open” signs with “WELCOME! We’re glad to see you!”

Create exit signs that read “We hope we have earned the privilege of serving you again soon!”



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# Greeting

- ✓ Immediate
- ✓ Warm
- ✓ Sincere
- ✓ Smiling
- ✓ Engaging
- ✓ Patient
- ✓ Creative
- ✓ *Memorable!*



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# Greeting - Attitude

“Positive attitude is the foundation of your life - and the determining factor of your ability to serve. Your positive attitude has the best possibility of creating positive customer perception of your entire community. How positive (enthusiastic and friendly) are the first words spoken to your customer?”

- Jeffery Gitomer



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# Greeting

- ✓ Do you greet them before they can get to you?
- ✓ Find creative ways to introduce yourself, get their name, and officially greet them as a guest (like your home!)
- ✓ Be sincere...we can all spot a fake, right?



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## **CUSTOMER SERVICE**

*Treat every customer as though they are your favorite celebrity, hero, friend, neighbor, or your grandmother.*

**-JEFFREY GITOMER**

# Asking Customers/Members/Visitors

- Why are they here?
- How can I help?
- How can I make this a great experience for them?
- What problem can I solve for them?
- What keeps them up at night?
- How can I ease their burden?



# Listening

I know you believe you understand what  
you think I said, but I am not sure  
you realize that what you heard  
is not what I meant!



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# How Well do You Listen?

- ✓ Does your mind wander?
- ✓ Do you try to finish others' statements?
- ✓ Do you make judgments before hearing another's viewpoint?
- ✓ Does your internal voice talk to you louder than the person talking to you?
- ✓ After leaving a meeting, are you confused about what happened and what you are supposed to do?
- ✓ Are you reluctant to ask questions because your mind has wandered?

***If you answered "yes" to any of these questions, your listening skills have room for improvement***



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# Practice Active Listening

- Tune In
- Ask Questions
- Reflect

Listen both *objectively* (what is the speaker trying to say?) & *subjectively* (realizing that you are filtering the info through your own beliefs and values.)

Create a mental picture: store key ideas, directions, relationships, names as mental images that will help you understand and remember.



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# Listening – How?

- ❖ Without distraction
- ❖ Without interruption
- ❖ Being intentional
- ❖ Seeking to understand first
- ❖ With body language to match
- ❖ With voice to match
- ❖ With attitude to match
- ❖ Remembering names



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# Assisting

A guest/visitor is **the** most important person on our premises...He is not an interruption in our work; he is the *purpose* of it...We are not doing him a favor by serving him...He is doing us a favor by giving us the opportunity to do so.



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# Assisting – Your Job is to:

- ☺ *Understand* others
- ☺ *Be prepared* to serve
- ☺ *Help immediately*
- ☺ *Ask* for information
- ☺ *Listen* to their answers
- ☺ *Be responsible* for  
your actions
- ☺ *Live up to your commitments*
- ☺ *Be memorable*
- ☺ *Be pleasant*
- ☺ *Make your organization  
better every day*
- ☺ *Earn compliments...regularly*



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# Great Service

effective training  
on the art of  
giving great service

"Good service pleases both the giver  
and the recipient by the beauty of the  
performance, thereby enhancing life  
and adding value to an event that  
would otherwise be only a transaction."  
—James Hillman, *Kinds of Power*



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# Assisting - The Golden Rule

How would *you* do unto you?



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# Assisting

## What's wrong with your service?

- Distracted
- Apathy
- Failure to start friendly
- Poor examples set by others
- Allowed to say “no”
- Allowed to pass the blame
- Don't practice a positive attitude



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# Assisting – How Do You Rate?

- Friendly
- Helpful
- The BEST
- Creative
- Funny
- Truthful
- Genuine
- Compelling
- To the Point
- Enthusiastic
- Knowledgeable
- Memorable
- Manners
- Patient
- Confident
- WOW!!!!!!!!!!!!!!



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# Ritz-Carlton Gold Standard

*Credo:* “The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.”

*Motto:* “We are Ladies and Gentlemen Serving Ladies and Gentlemen.”

*The Three Steps of Service:* giving the guest a warm and sincere greeting (using the guest’s name when possible), anticipating and complying with guest needs, and saying a fond farewell, again using the guest’s name.



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# Ritz-Carlton Gold Standard

*Employee Promise:* “At The Ritz-Carlton, our Ladies & Gentlemen are the most important resource in our service commitment to our guests. By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company.”

*Daily “Line-Up” Review* 1 of 20 Basics – 10-15 minutes

*Basic 10:* “Each employee is empowered. For example, when a guest has a problem or needs something special, you should break away from your regular duties, address and resolve the issue.” \$2K



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# Assisting



Don't ever use this  
word...

**POLICY**



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# Assisting

If you ever stop focusing on how you can provide a more memorable experience in your organization, then you aren't doing your job.

The key is...Friendliness



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# Assisting

What are some things you can do to create a more “friendly” or “happy” work environment?

If an employee is grumpy/difficult, they are a poor representation of your organization...but a representation, nonetheless.



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Remember:  
No matter  
how good your feedback is,  
you always start over  
with the next customer.

~ Shep Hyken

# 3 Responses to “Thank You!”

- ✓ No, thank YOU!
- ✓ My pleasure!
- ✓ You’re Welcome! (*sometimes*)

Not:

- X No Worries
- X No Problem
- X No Sweat
- X No Biggie
- X Sure



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# Office Phone Etiquette

- Smile as you answer
- Pick up by third ring
- Offer your name
- Always help person in front of you first and take a message from a caller
- Always give caller name and extension of person you are transferring to
- Ask if there is anything else you can do
- Thank them (for they just gave you the opportunity to make a good impression!)



# Assisting

## 7 Deadly Customer Service Sins

- I do not know (alone)
- I do not care
- I do not like you
- I know it all
- We do not want your kind here
- Do not come back
- Hurry up & Wait



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# Assisting

It all boils down to this:

The first person who comes in contact with a problem,  
OWNS that problem.

You are responsible for an utter blissful memorable  
experience!



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# Working with Upset Customers

Your reputation as an organization  
is not what  
*you think* it is,  
but rather what *your*  
*customers/members/stakeholders*  
*say* it is.



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# Why Members/Customers Complain

1. Unfulfilled expectations in terms of quality or completeness
2. Unprofessional handling such as rudeness or indifference
3. Frustration at persistent errors, broken promises, delays or getting answers
4. They don't understand the information they have or lack information altogether



# Appropriate Response

“When your customer is the most anxious, you need to be at your best—most competent, confident, calmest and in control of yourself.”

-Chip R. Bell



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# Appropriate Response

- What is empathizing?
  - It's not agreeing
  - It's not accepting blame
- It means acknowledging the *emotions* that the customer is feeling
- *"You must be very upset about this"*
- *"I'm sure this situation caused you some anxiety"*  
*"inconvenience" or "embarrassment"*



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It's in the *way* you say it...

“I didn't say you had an  
attitude problem.”



# Handling Complaints



## **Do's**

- Demonstrate you are there to help
- Let customers vent then reply calmly
- Explore possibilities
- Make it easy for customers to complain
- Develop an “Angry Customer” policy



## **Don'ts**

- Abandon the customer
- Be defensive
- Be critical
- Argue with a customer, criticize your policy or another department
- Take anything personally

# Lasting Impressions

“In the end, the **ONLY** perspective that matters is the customer’s.”

- Jeffrey Gitomer



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# Lasting Impressions

- Zappos
- Chewy
- Amazon
- Nordstrom
- Disney



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# Lagniappe

(lan'\*yap) n.

An unexpected addition;

A little something extra



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# 9 Immediate Takeaways

1. Willingness to Serve
2. Team Loyalty
3. Attitude – Seek ways to Serve/Problem Solve
4. Dedication to Superior Customer Experience
5. Active Listening
6. Open to Feedback
7. Eat/Celebrate/Volunteer Together
8. Recognize Strengths of Co-workers & Board Members
9. Commitment to Continuous Improvement



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# References/Sources

- Customer Satisfaction is Worthless; Customer Loyalty is Priceless

~by Jeffrey Gitomer





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