



## 2.1 UNDERSTAND CUSTOMER SERVICE

# Customer Service—What is it and why is it important?

- Not a skill
- Result of learning and applying a combination of skills including:
  - Planning
  - Problem solving
  - Decision making
  - Critical thinking
  - Professionalism
  - Respect
  - Etc.



“CUSTOMER SERVICE IS  
NOT A DEPARTMENT—ITS  
AN ATTITUDE”

- Great customer service occurs when you consistently give the customer more than they are expecting and deliver an experience they'll want to share with others.
- “Raving fan concept”—will become part of your sales force by telling friend, coworkers, and family about your products and services.
- Dissatisfied customers are more likely to tell friends and family about their experience than satisfied customers.

# Class discussion

- What are some examples of poor customer service you have encountered in the past, either as a customer or as an associate?
- How could a customer service associate turn these examples into positive customer service experiences?
- What are some examples of great customer service you have encountered in the past?
- What did the associate do to make the experience so good?

<https://www.nepris.com/sessions/videos/details/46026>



## 2.2 LEARN ABOUT PRODUCTS AND SERVICES

# Company-Provided Product and Services Training

- As a retail employee, you are responsible for helping satisfy customers' needs and resolving their problems.
- Attend any training offered by our company
- Most frequent request from customers will be to help them to locate a product in the store.
  - Walk the customer to the merchandise, DO NOT just tell them where it is.
- Having product knowledge will give you the confidence you need to help customers and provide exceptional sales experience.
- Knowing about products is a key component of staying ahead of the competition.



# Learning about Products and Services

- Learn the product information
- Use the product or service
- Understand safety requirements
- Anticipate questions the customer might have and research the answers
- Keep notes or checklist to help you (when needed)

# Learning....

- Information can also be obtained from other associates
- Always be honest with your customers.
  - If you don't know the answer to their questions, admit it, then locate a manager or co-worker that will know the answer
- The manager or supervisor should work with you to ensure you are aware of and registered for all required training.
- Be sure your attendance is recorded:
  - Test scores
  - Records of completion
  - Instructor or manager evaluations
  - Course certificates
  - Training records

# Training Assignments/Evaluations

- May be required to complete training or evaluations during or after your scheduled course time:
  - On-the-job exercises
  - Homework
  - Research
  - Roleplaying activity
- This helps to determine whether you have mastered the information provided during training or if you need additional training.
- Allows you to practice newly learned skills
- Helps reinforce concepts and information
- Gives confidence in job performance

# Written and Multimedia Material about Products or Services

- Constant change is the norm for products, services, and retail stores. Stay up-to-date on changes by knowing how and where to look for the right information to educate yourself and customers.
- **\*\*You know you have all the information you need to successfully sell the products in your store when you can confidently and intelligently answer all of your customer's questions and solve routine problems. \*\***

# Features and Benefits of Products and Services

- Features:
  - Physical in nature
    - Color, size, etc.
    - Appeal to our sense of touch, taste, smell, hearing, feeling and sight
  - Relate to the quality and service of merchandise
  - Much more specific than general product information
  - Answers the question, “What?”

- Product Benefits:
  - Are the advantages or rewards of product features
  - Tend to answer the question, “Why?”



- Single-Serve:
  - 3 serving sizes: 6, 8, 10 oz.
  - K-Cup pod compatible
  - Includes Cuisinart's HomeBarista™ Reusable Filter Cup which lets you use your own coffee
  - Removable 40oz reservoir
  - Energy Save mode
  - Removable drip tray for travel mugs
  - Charcoal water filter
- Carafe Brewer:
  - 12 cup glass carafe with stainless steel handle
  - Fully automatic – 24 hour brew start, self-clean, adjustable auto-off, ready alert
- Brew Strength Control – select BOLD for stronger coffee flavor
- Adjustable carafe temperature
- Easy-view water window
- Brew Pause™ feature – pour a cup before brew cycle ends
- Gold-tone coffee filter lets only pure coffee flavor flow through
- Charcoal water filter
- BPA free
- 3-Year Warranty

# Exercise 2: Name that Feature





## FEATURES

- 13 cup large work bowl and 4.-cup smaller, inner nested work bowl
- Exclusive patent-pending SealTight™
- Advantage System — seals bowl and locks blade
- Supreme® wide-mouth feed tube with small, medium, and large pushers
- Dicing disc with 10mm grid plus cleaning tool
- Stainless steel chopping/mixing blade with patented BladeLock system, including dough blade and small and large S-blades
- Stainless steel reversible shredding disc (fine/medium)
- Electronic touchpad controls—High/Low/Off/Pulse with illuminating blue LED lights
- Accessory storage case
- 550-watt peak power motor
- Limited 3-year



## 2.3 ASSESS AND MEET CUSTOMER NEEDS

# Exceptional Customer Service Means Extraordinary Business

- Customers respect and are more loyal to companies that treat them the way they'd like to be treated.
- Consumers spend up to 10% more for the same product with better service.
- When consumers receive good service, they tell one to three people about it.

- When consumers receive poor service, they tell an average of 10 people about it.
- The likelihood that customers will repurchase from a company if their complaints are handled quickly or pleasantly is 82%
- When service is poor, 91% of retail customers refuse to go back to the store.

# Key point:

- Without customers, there is no revenue. No revenue means no wages for employees, so the customer is your paycheck!



# Service Success Loop Indicates:

- With better service skills, you will be better able to satisfy customers consistently.
- High performers tend to experience greater job satisfaction and have higher percentage of loyal customers.
- Because loyal customer are the most profitable customers, having more loyal customs is the most important way to ensure long-term business success.
- The service you provide to your customer is critical to the success of the organization.

- Successful organizations are in a good position to engage in activities that drive employee satisfaction and retention, so the cycle continues.
- Therefore, customer service is a very important strategy for operating a successful business.



# Close your eyes Activity

# Greeting and Engaging the Customer

1. Project a professional, friendly, and welcoming image
2. Acknowledge the customer's presence
3. Approach the customer with a sincere desire to help

**\*\*Be courteous and helpful at all times\*\***

**Laying the groundwork for extraordinary customer service begins with setting the stage with a welcoming and professional image.**

# Looking Professional

- Act alert and courteous by making eye contact and smile
  - Greet within the first 10 seconds
- Smile and look up at people when you greet them
  - Put the look of “I like you!” in your eyes
  - Eye contact conveys sincerity and character and sets the stage for projecting a professional image
- If you are busy with another customer, establish friendly contact as soon as you can

- Studies show that customers who are greeted promptly spend more money, while customer who wait more than 30-40 seconds to be greeted think they have waited 3-4 minutes.
- Greet customers within the first 10 seconds!

# Exercise 7 & 8 : The Neglected Customer; The Welcomed Customer

# Let the customer dictate the interaction

- What you say and how you say it should be in tune with the customer's personality and mood.
- Don't be too familiar with someone who behaves in a shy or reserved way
- Don't push the humor too far just because a customer is more outgoing
- Show the customer you will assist him in the style he prefers instead of giving excessive attention
- Sales associates who hover over customers as they look through merchandise can make them feel suffocated

Show your interest in the customer by making a positive remark about the item he is looking at

- This approach accomplishes 3 important things:
  - 1. You've complimented the customer's taste.
  - 2. You've assured the customer he's the expert.
  - 3. You've shown your own product knowledge.

# Create an opening for discussion— aka the icebreaker

- To create an icebreaker you might:
  - Observe the customer to pick up clues to start a conversation
  - Establish a common interest with the customer.
    - If the customer tries out a product, watch for a reaction and make an appropriate comment
- What are some icebreakers you have used or seen used? Were they effective or ineffective?



# 3 stages to approaching a customer

## 1. Greeting Stage

- Presents you as friendly, non-aggressive person
- 2 types of greetings:
  - Formal: Good morning, sir/ma'am
  - Informal: Hi! How are you doing today?

## 2. Service Stage

- When you offer to help satisfy the customer's needs: How may I help you?

## 3. Benefit Stage

- Presents you as an observant customer service representative
  - This fabric washes well
  - We are offering a 90-day free subscription today.

# Exercise 10: The Best Approach

# Important Factors to Consider

- Appropriate attire (clean, approachable appearance)
- Good listening skills to help assess customer needs
- Speaking clearly so you can be heard and understood
- Willingness to provide ongoing support to build customer loyalty
- Giving the impression you want to help
- Not making promises you can't keep
- If you don't know, ask someone who does

# Gathering Information

- Ask probing questions
  - Helps you delve more deeply into the customer's need, problem, or complaint to identify the issues and begin to move toward a solution.
- Open-Ended Questions—begin with who, what, when, where, how and why
  - Cannot be answered with a simple yes or no
  - Use open-ended questions to get someone talking
  - Useful when you want general information
- Closed-Ended Questions—one word answers: yes or no
  - Aim is to limit talking or to control the direction of conversation
    - Start with do, will, can, and are.
- <https://www.youtube.com/watch?v=iy6sJTDgcyk>

# Exercise 11: Open-ended questions

# Amateur Architects

# Listening and Responding to Customer Comments and Questions

- 2 basic needs:
  - Personal needs—involve the customer's need to be treated with respect and to feel valued, understood, and involved in decisions that affect them.
  - Practical needs—needs that motivated the customer to come to you in the first place—to solve a problem or to get a product or service.

Steve was late for his flight out of town. As he approached the gate, the attendants were closing the door leading to the plane. Dragging his carry-on luggage behind him, Steve ran the last few yards waving his ticket and shouting form them to wait.

Grudgingly, the ticket agent verified Steve's ticket and reopened the door to the plane's ram. As she did, she said, "Consider yourself lucky I'm letting you on the plane. You know, I shouldn't be doing this."

Do you think Steve's practical and personal needs were met? Why or why not?

How could the attendant have responded in order to better meet all of Steve's needs?



# Techniques to Address Customer Needs

Active listening involves demonstrating interest in your customers. Listen to what they have to say, but don't just listen to the words, listen for the message behind the words.

- Watch your body language: make eye contact, don't slouch, cross your arms, or turn your body away.
- Let the customer speak freely. Only interrupt when necessary, to ask a clarifying question.
- Avoid thinking about what the customer is going to say next; concentrate on what is being said now.
- Show you have understood the customer by restating or summarizing. Add relevant information to emphasize your comprehension. Ask questions to clarify any points you are uncertain about. Be certain of what the customer is asking before you take action.

# How to build customer confidence

- Let the customer speak
- Demonstrate interest by maintain a “you,” not “I” attitude and reacting when the customer speaks to show you understood the message
- Make eye contact and listen
- Only interrupt when necessary –to ask clarifying questions
- Get the customer’s opinion an ask clarifying questions
- Respond with clear and accurate answers
- Offer ideas and applications for the product or alternatives, if necessary
- Counter objections politely and avoid making assumptions
- Make certain the customer is satisfied that you have done your best, whether you make a sale or not.

# Exercise 13: Flip the script

# Best Practices for Active Listening

- Focus entirely on your customer
  - Think of them as the only customer in your business.
  - Use nonverbal cues--nodding your head
  - Verbal cues-- “I see” or “Tell me more”
  - When necessary, politely interrupt to ask clarifying questions.
- Listen completely
- Listen for what is not said.
  - Pay attention to nonverbal signals, too
- Remain objective, do not judge
  - Gather as much information as you can, ask questions
- Never assume you know what your customers want!

# Activity 14: Double Take

# Determining Customer Price Considerations

- What **NOT** to ask:
  - How much do you want to spend?
    - Sets limits, puts customer on the defensive, may embarrass the customer
  - Do you want \_\_\_ or \_\_\_?
    - Narrows choices before the customer has considered all options
  - Why do you want \_\_\_?
    - Useful at getting a customer's motives, be careful not to ask in a way the puts the customer on the defensive
      - Use "I'm curious..." or "I'm interested....."

# Exercise 15: What not to ask

# Pricing Preference Cues

- Observe the customer before asking probing questions
- Ask questions such as:
  - Quality: What clothing items do you usually prefer?
  - Features: What features are important to you? What type of security would you like in your home?
  - Brand Preferences: What kind of refrigerator do you currently have?



# Phone Etiquette

- Excuse yourself to answer the phone
- Answer politely and professionally.
- Determine the customer's needs
  - Sometimes they have very simple, easy-to-answer questions
- If necessary, ask permission to put the customer on hold
- Be prompt and accurate.
  - Don't make promises you can't keep
  - Keep the promises you make
- TONE MAKES ALL THE DIFFERENCE!

# Phone facts

- Even though the customer is not physically in front of you, treat that customer with extreme care and attention.
- Studies show 86% of a given message is conveyed by tone of voice as opposed to 14% being conveyed through words.
- Your customers know within 10 seconds of the call whether they want to deal with you (the company) or not.
- Your attitude will come through the phone lines loud and clear.

# Phone tips

- Smile when you talk on the phone.
  - Positively affects the inflection in your voice
- Give the name of your business, your name, and then an opening statement or question.
  - Sound like you really want to help the customer
- Sound enthusiastic and ready to help.

# Addressing Customers Online

- Email
  - Use good communication skills
  - Begin with a personal salutation
    - Dear Mr. Brown
    - Greetings from Nineteenth Hole Golf Company
  - Make messages short and visually interesting
    - Short, double-spaced paragraphs and bullets or headings when possible
  - Pretend you are writing to your English teacher
    - Proofread. Proofread. Proofread
    - A lack of proper capitalization and punctuation has been proven to slow reading and cause confusion for customers.
  - Add an interesting closing

# Exercise 18 & 19

# Live Chat

- Customer Service via live chat has a lot in common with customer service via e-mail.
  - Listen—be sure you have the whole story before trying to resolve a problem
  - Be prompt—if you need to research the problem for the customer, write something like, “Please give me a minute to research this for you.”
  - Proofread!

# Twitter

- 30% of top brands now have dedicated customer service Twitter handles.
- Con: only have 140 characters to help the customer
- May need to take to e-mail if problem is long

# Customer's wants and needs

1. Problem Solved
2. Effort—customers expect you make an effort to address their problems, concerns, or needs.
3. Acknowledgement and Understanding
4. Choices and options—want to feel they are making the decision, you are helping them do so.
5. Positive Surprises—things that go above and beyond their expectations.
6. Consistency, Reliability, and Predictability
7. Value—both best price and how they are treated
8. Reasonable Simplicity—make things easy for your customer
9. Prompt Service—quick and efficient service
10. Confidentiality—keep customers' information private



# Exercise 20

# 4-Step Grievance Process

1. Keep your composure
  - Stay calm, focused. Assure the customer you will help resolve the problem
2. Apologize and thank the customer
  - Apologize for the inconvenience, thank the customer for bringing the issue to your attention, restate the customer's opening statement to be sure you are on track. Let customer know you understand their feelings.
3. Listen carefully and investigate the situation
  - Sometimes they just want to be heard and understood, so listen carefully. Next, figure out the cause of the problem.
4. Propose solution options
  - Tell the customer what you can do to solve the problem. If that solution does not solve the problem, have an alternative solution.

# Use Customer Feedback to Improve Satisfaction

- You are getting an opportunity to turn a customer's bad experience into a good one, thus building a positive customer relationship.
- You are getting valuable feedback that tells you and your store about problems with products, services, facilities, and policies that need to be solved.