

WA8:Visitors/Customer Service

2.16 Handle visitors and customers with professionalism



Module Details

Work Area Code:	8
Work Area Title:	Visitors/ Customer Service
Unit Code:	2.16
Unit Title:	Handle visitors and customers with professionalism
Learning Outcomes Ids:	LO030, LO031, LO032
Learning Outcomes titles:	<ul style="list-style-type: none"> • Demonstrate the ability to welcome visitors and customers in a professional manner, identify the purpose of their visit and make them feel welcome during their period of waiting. • Demonstrate the ability to use appropriate tone of voice and body language when dealing with visitors and customers. • Demonstrate a basic understanding of customer care principles and be able to apply these in an effective way, including the ability to solve routine problems using simple rules to the satisfaction of visitors and customers.
Recommended Duration:	2.5 hours
Trainer:	



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

What clients buy from us



- Clients buy:
 - The satisfaction of their needs.
 - The feelings generated by the service – expectations.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

What clients buy from us



- Needs and expectations:
 - Needs:
 - They are the reason why clients come to us.
 - They are what the client should have.
 - 'Technical dimension' of customer service.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- Needs and expectations:
 - Expectations:
 - They are what the client would like to have more – Customer satisfaction.
 - 'Human dimension' of customer service.



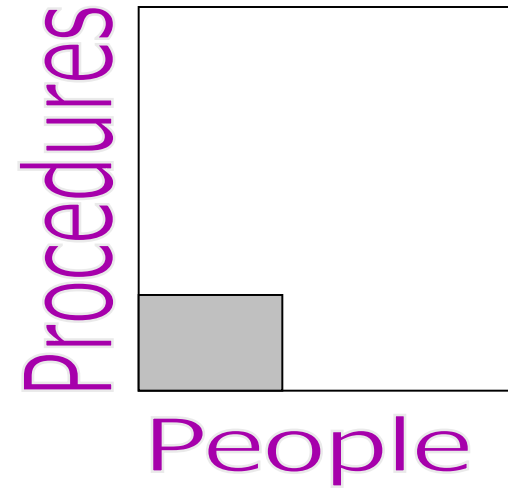
- Service quality:

- ‘Customer care encompasses the intellect and emotion, the mind and the heart.’
- ‘One should treat others as one would like others to treat oneself’.





1. We do not care

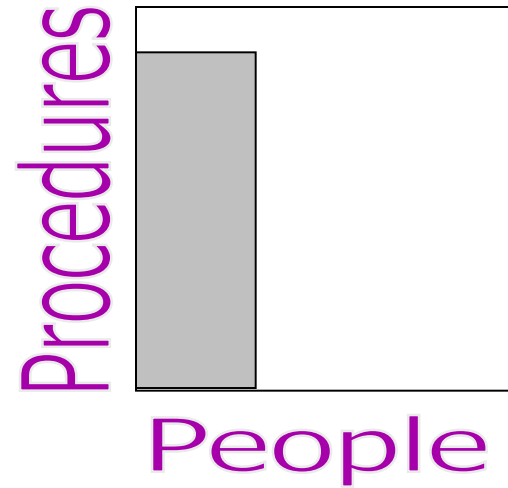


Co-funded by the Erasmus+ Programme of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



2. The client is a number

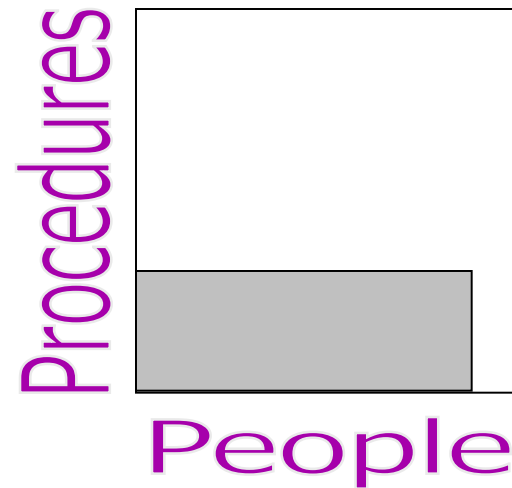


Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



3. 'We are trying hard, but we do not know what we are doing.'



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



4. 'We care and we know how to serve you'



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



- 8 out of 10 dissatisfied customers report their problem to their circle of friends.
- It is estimated that 7 out of 10 dissatisfied clients will return to the company, if the problem they have with the company is immediately solved.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The times we live in, our work and quality service



‘If you do not believe that the client is important, just try spending 60 days without any clients’.

Catherine De Vrye ‘Hot Lemon and Honey’



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- You speak sharply to the customer offending him/her, you do not recognise any right in him/her, you insist that he/she is to blame for everything and you for nothing, you have no interactive communication with him/her but you try to tell him/her what you want to say, without listening to him/her at all



Aggressive Behaviour





- You are willing to offer the customer whatever he/she wants, without any reservations.
- You feel oppressed and forced to admit that you are always wrong, you do not take initiatives and do not develop your imagination and creativity, you cannot discover the weak points of your business because you do not look into the issue, you promise things you cannot do and you generally have an attitude of a failed professional.



Defensive Behaviour



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Attitudes towards the customer



- Recognises the rights, as well as the obligations, of both parties. The equal behaviour is based on the notion that the customer has to be treated as a person and as someone who has rights and obligations, and not as money or a code in our clientele.



Equal Behaviour



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

How you should welcome customers



- Professional behaviour
- It should feel like you are welcoming a friend to your home.
- A simple *Hi* isn't enough
- **SMILE!**
- Make the customer feel welcome
- Listen
- Learn your business
- Be sincere
- Be memorable



welcoming



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Visitors: Make them feel at home



• Techniques

- The greeting
- The handshake
- We use Mr. and Ms. and we address someone using their surname (unless the client allows us to call him by his first name).
- Use the client's surname to address them.
- Ensure that they are comfortable (that there is place to sit, ask if they would like something to drink).



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Make the customer feel at home



- Use the appropriate body language. It is the key to make them feel welcome:
 - Leave your computer for a while and pay attention to the person
 - Start a neutral conversation ensuring you do not cause any negative feelings or conflict



For Comping Use Only. (c) WWW.123RF.COM



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Make the customer feel at home



Tips for making customers feel welcome:

1. Give customers the hope they have come to the right place.
2. Keep wait times to a minimum.
3. First-time customers in particular need special attention.
4. Make a human connection.
5. Don't confuse customer satisfaction with loyalty.
6. First impressions still count.
7. Personalize the experience: Customers are unique.



For Comping Use Only. (c) WWW.123RF.COM



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The waiting area matters!



Tips for a waiting area that makes customers feel welcome:

1. TV or music
2. Attractive and relaxing decoration
3. Drinks
4. Snacks
5. Leaflets/Magazines



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Demonstrate:

1. Patience
2. Attentiveness
3. Clear Communication Skills
4. Knowledge of the Product
5. Ability to Use "Positive Language"
6. Acting Skills
7. Time Management Skills
8. Ability to "Read" Customers
9. A Calming Presence
10. Goal Oriented Focus
11. Ability to Handle Surprises
12. Persuasion Skills
13. Closing Ability
14. Willingness to Learn



Discover their purpose



Ask:

1. *How can I help you?* First, listen carefully to his (her) inquiry
2. **Dig a little bit deeper:** *May I help you with anything else?*
3. **Understand the usage of your product or service:** *Which particular case are you using X for?*



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Methodological tool

EUPANEXT_LO30_M01

Understand the purpose Role play



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Methodological tool

EUPANEXT_LO30_M02

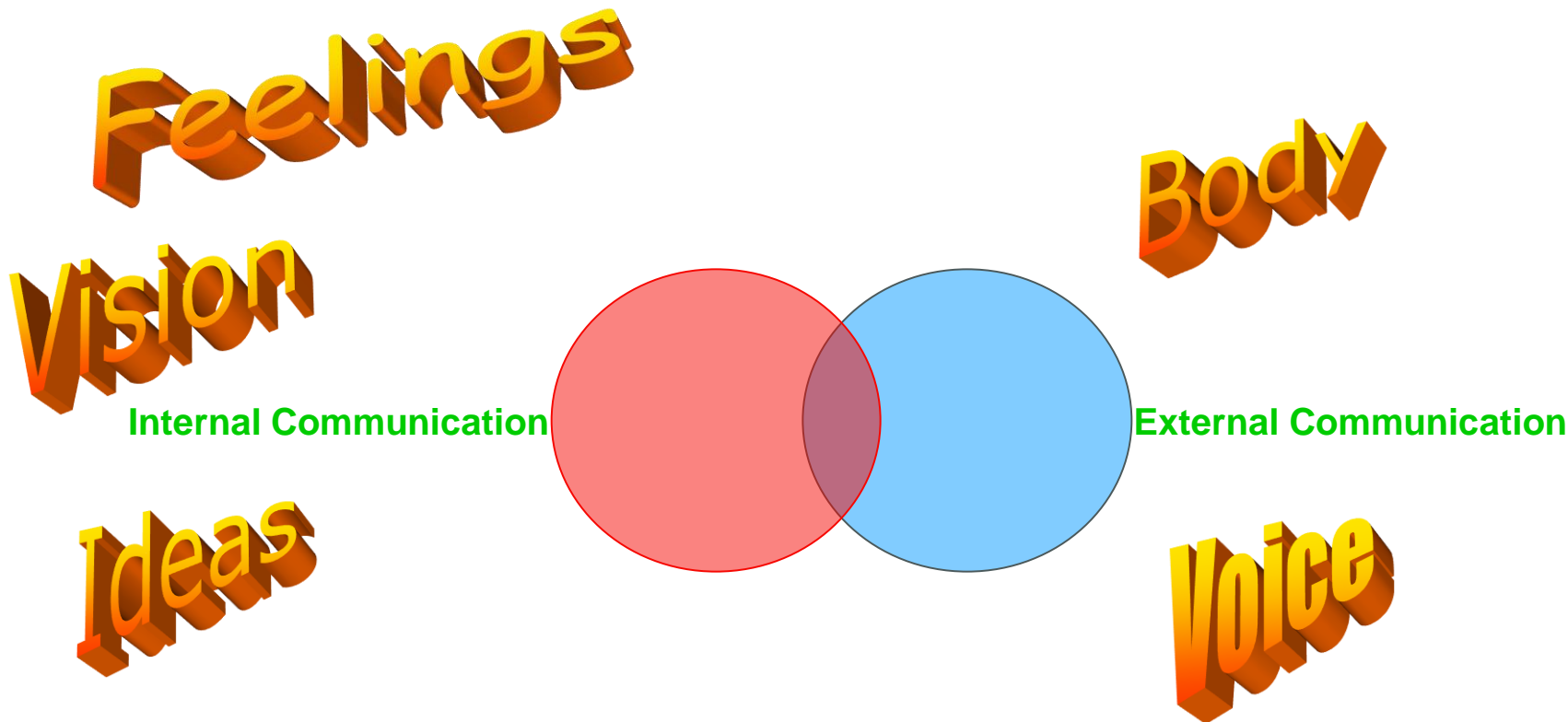
Different types of customers, always
professional!



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Internal and External Communication



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

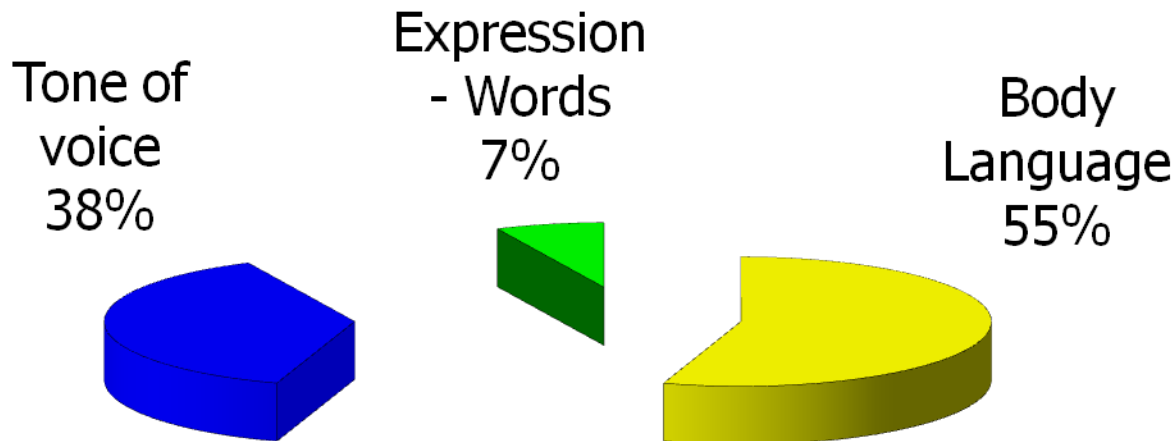


- Say "good morning" happily
 - Say "good morning" sharply
-
- What do we use in communication?
 - By what % is each one affected?



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

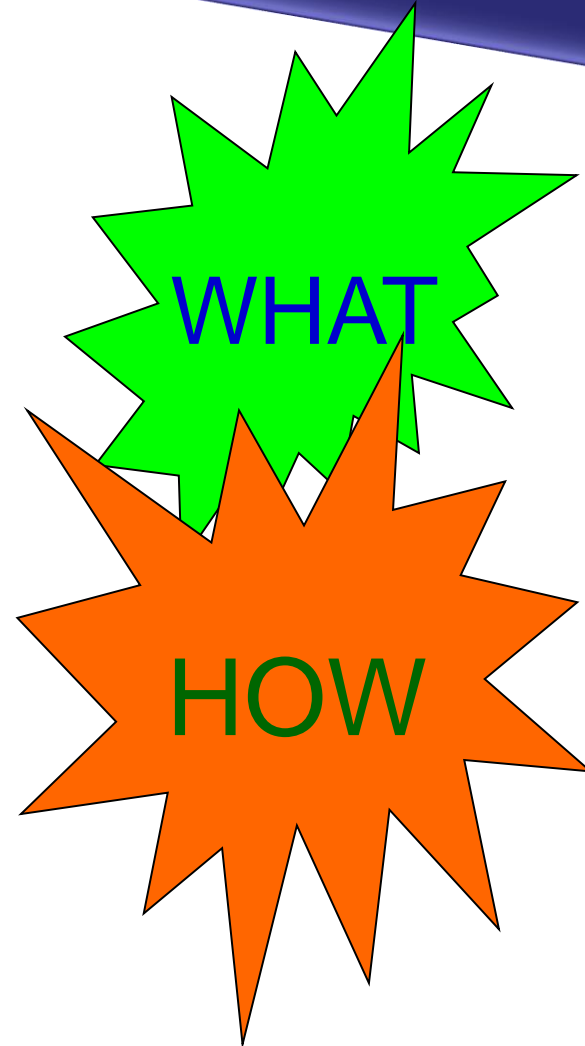


Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

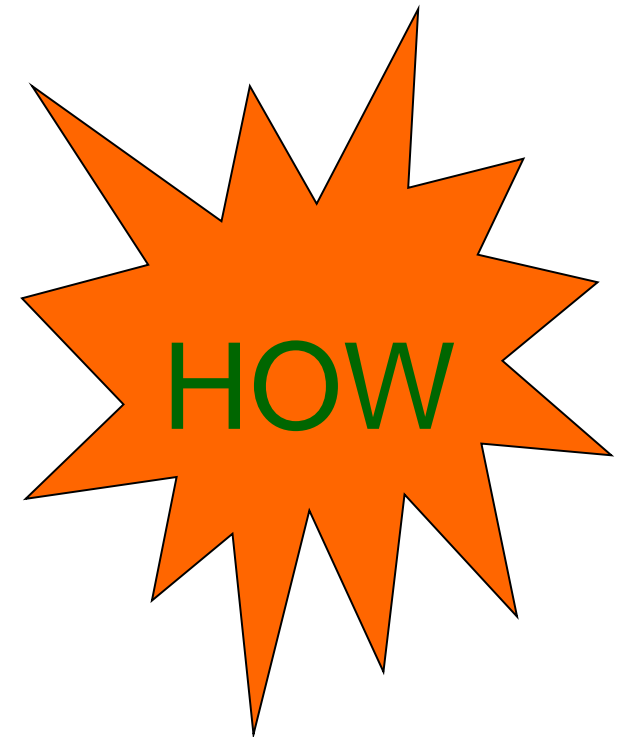


- Speech → WHAT and HOW we say something:
 - Tone of voice : HOW we say something
 - Speech/ words : WHAT we say
- Pictures → HOW we say something:
 - Body posture
 - Gestures
 - Grins
 - Degree of relaxation





- Volume (high, low)
- Tone (high, low, aggressive, defensive, derogatory, apologetic, etc.)
- Rhythm (based on punctuation as well)
- Hue (soft, hard, emotional, metal etc.)
- Speed (slow, fast, moderate)
- 'Stance' (strong, weak, subtle, standard etc.)
- Emphasis (accentuation of specific words)
- Intention (the voice betrays if you what you are saying is what you really feel)



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



- Warm or cold environment?
- The first time we meet someone:
 - Natural, soft, warm and friendly → trust and enthusiasm.
- Arguments to questions:
 - Positive, energetic, stable and a slightly elevated tone.
- In opposition or hostility:
 - Relaxing, calming, of a lower tone, reassuring and conciliatory.
- In closing the presentation/conversation:
 - Energetic, positive, warm and calm.

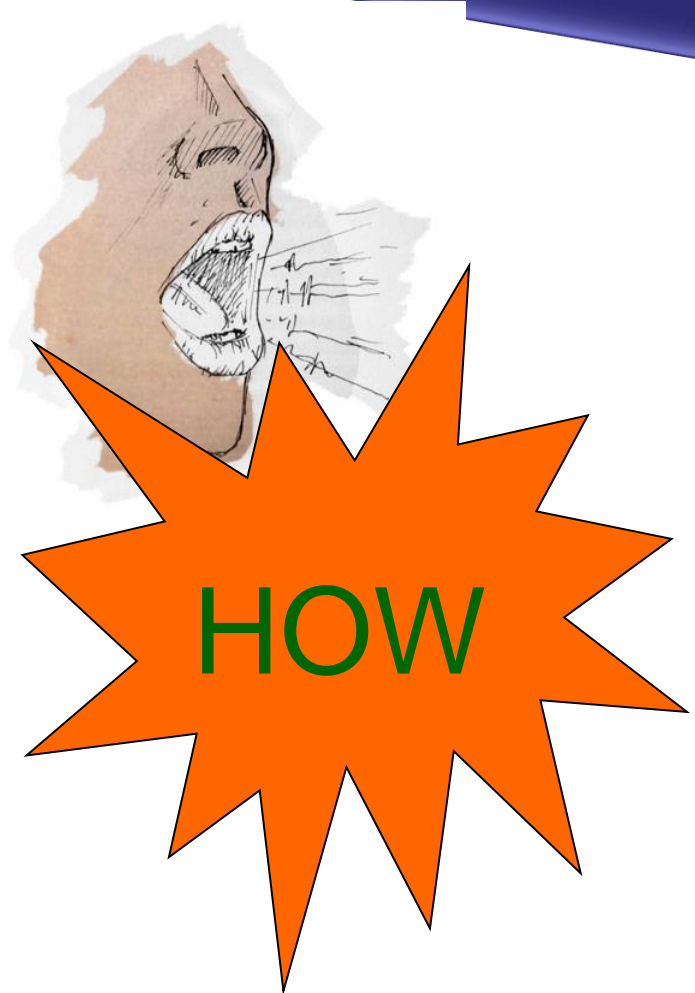


Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



- 65% of customers preferred their support staff to have a “casual” tone in the contents of their interactions.
- Be a human, not a robot
- Although customers generally prefer a more human, friendly tone, each support interaction is different. A service staff must be able to assess the situation and react appropriately.
- Colloquialisms are sometimes inappropriate.



Practical advice regarding the voice



- Adjust the volume of your voice.
- Emphasize what is important in your phrase.
- Place full stops, commas, exclamation points, question marks and all punctuation marks. They are written because they are used.
- Use an equitable tone. Neither aggressive, nor compliant.
- Do not 'blow' into the customer's ears.
- Speak clearly and strongly.
- Watch your articulation.
- Speak in a 'convincing' way.
- Speak with a lively rhythm. Avoid causing fatigue in the other person.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



the *tone of voice* has a lot to do with attitude.

It reflects your emotional state, which is expressed by the words you're using.

Depending on the situation, your tone can be:

- humorous and entertaining
- empathic and understanding
- friendly and conversational
- formal but not distant
- smart and casual
- informal but not tasteless



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**tone must evolve to meet the
needs of the specific
customer you're talking to**



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



- be empathetic to the needs of the customer. If they're particularly annoyed about something and just want to see their problem solved, it's not a good idea to joke
- When a customer is angry, remain calm, show empathy and LISTEN
- On the other hand, if the customer is writing back in way that indicates they're willing to play along, there's nothing wrong with a bit of humor in your content (if used with discretion)



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Methodological tool

EUPANEXT_LO31_M01

**Different scenarios of customers, always
appropriate body language**



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- Facial expressions
- Gestures
- Body movements
- Body posture
- Eye contact





Human contact mostly consists of gestures, bodily postures, positions and distances, than of any other process!



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Are non-verbal signals innate or acquired?



Are non-verbal signals innate or acquired?



- A big part of the non-verbal signals we use are acquired:
 - Their meaning depend upon the culture!



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Non-verbal communication



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

We should not say



- No
- I can't
- Impossible
- Why?
- What?
- Our policy is...
- Listen!!!
- Wait
- Wrong
- It shouldn't



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



•We use:

- The Present tense
- The Future tense sparingly
- Small and long sentences

•We speak:

- With positive words and expressions that exude optimism.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



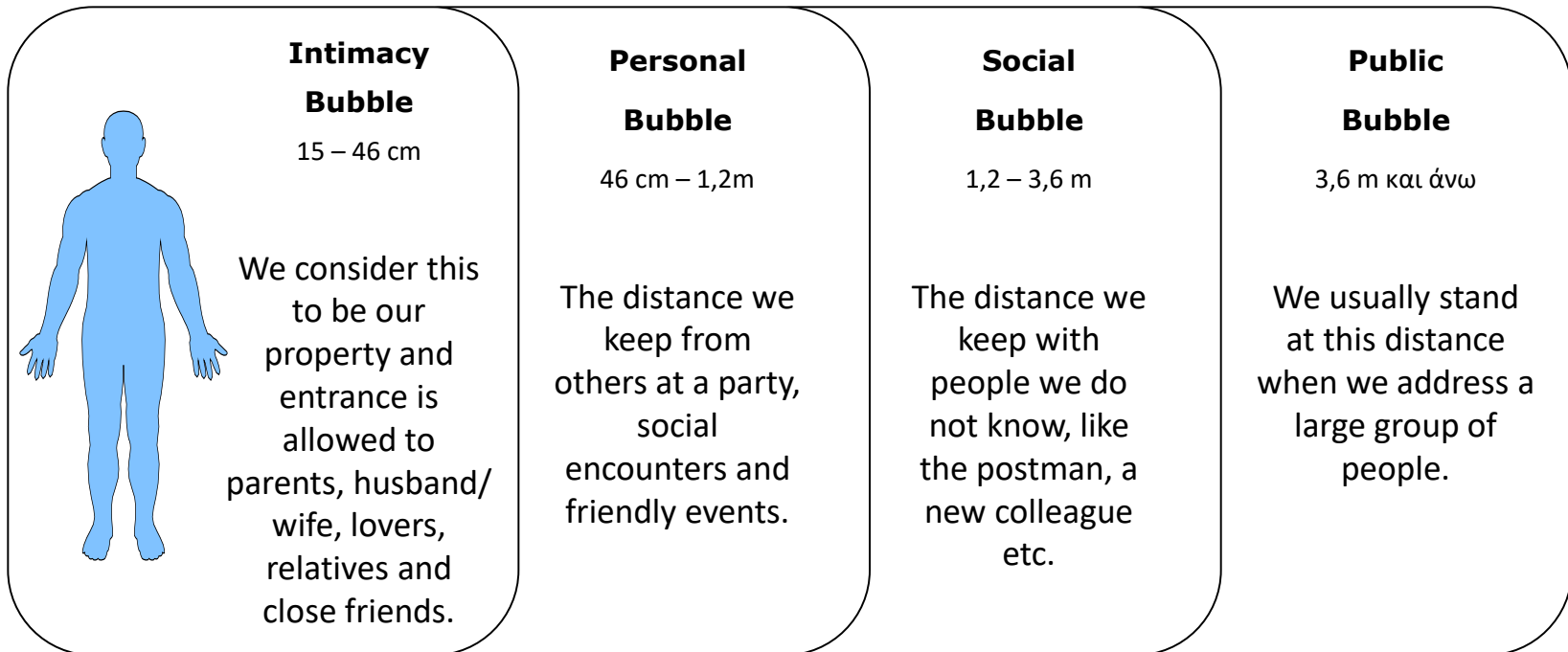
- Communication is not just verbal or just non verbal. They do not replace one another. They complete one another.

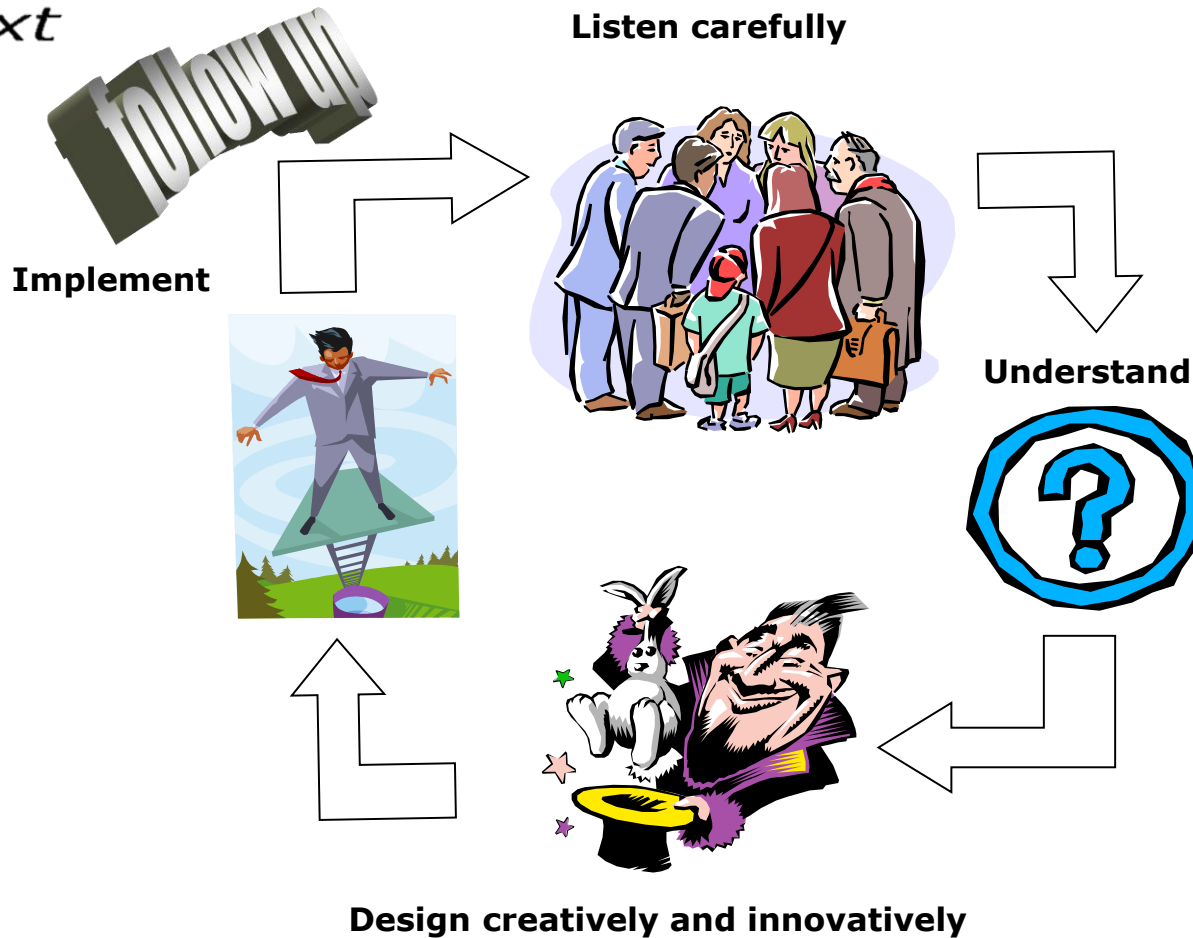


Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Keep your distances





Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Remember:

- Customer support is team work
- Listen to your customers! They use the product or service that you are selling
- Don't act like a robot, but as a human
 - Show empathy
 - Be flexible

BUT NOT TOO FLEXIBLE! CASE STUDY FOLLOWS



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Methodological tool

EUPANEXT_LO32_M01 PET CASE STUDY



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Well Done!

**You have
completed
this unit**



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Union. This project reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.