

## WA8: Visitors/ Customer Service

### 3.13 Be able to serve customers in accordance with organisational principles

- LO76 Demonstrate understanding of customer care principles as well as the ability to apply these in accordance with organisational principles. Be able to adopt behaviour appropriate to the needs of the customer. Be able to solve customer's problems and complaints by following methods and tools adopted by the organisation.



# Module Details



<b>Work Area Code:</b>	8
<b>Work area title:</b>	Visitors/ Customer Service
<b>Unit Code:</b>	3.13
<b>Unit Title:</b>	Be able to serve customers in accordance with organisational principles
<b>Learning Outcomes Ids:</b>	LO076
<b>Learning Outcomes titles:</b>	- LO76 Demonstrate understanding of customer care principles as well as the ability to apply these in accordance with organisational principles. Be able to adopt behaviour appropriate to the needs of the customer. Be able to solve customer's problems and complaints by following methods and tools adopted by the organisation.
<b>Recommended Duration:</b>	4.5 hours
<b>Trainer:</b>	



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# The current situation, our work and service quality



- 1 day = 1 year
- In one day in 1999, these happened to the world:
- So many business trades as in the entire 1949!
- So many phone calls as in the entire 1983!
- So many scientific researches as in the entire 1960!
- So many e-mails as in the entire 1990!!

- **The challenges of modern times**

- Competition
- The client will go where he is best taken care of

- **Good and bad service**

- Bad service = when the way we are treated falls below our expectations
- Good service = when the way we are treated exceeds our expectations



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# What clients buy from us



- **Clients buy:**
  - The fulfilment of their needs
  - The feelings generated by the service - expectations
- **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
  - Expectations
    - They are what the client would like to have more – Customer satisfaction
    - 'Human dimension' of customer service



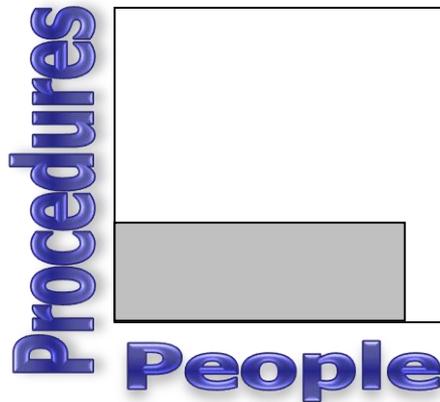
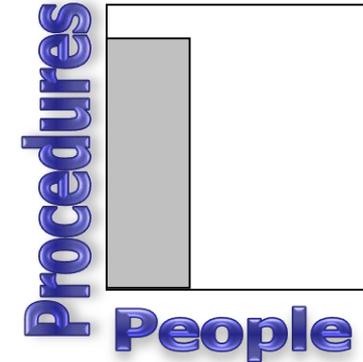
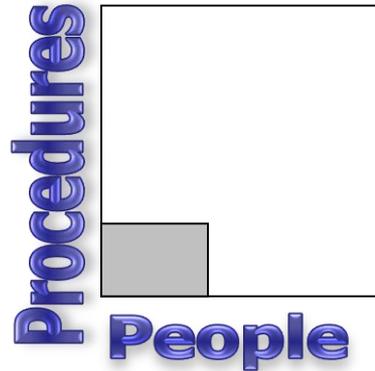
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# 4 types of service



1. We do not care
2. The client is a number
3. 'We are trying hard, but we do not know what we are doing.'
4. 'We care and we know how to serve you'



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# Attitudes towards the customer



## *Defensive Behaviour*



## *Aggressive Behaviour*



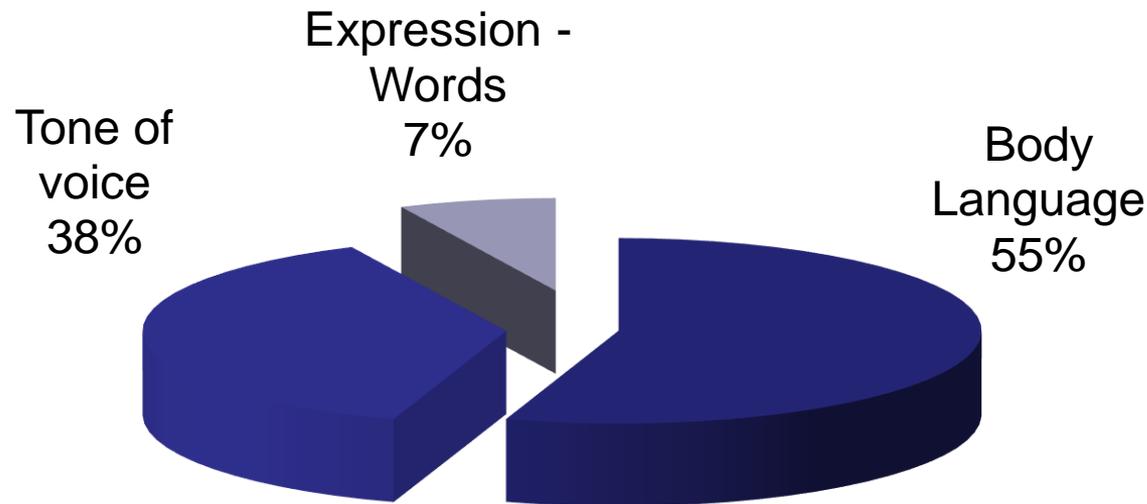
## *Equal Behaviour*



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# Message details

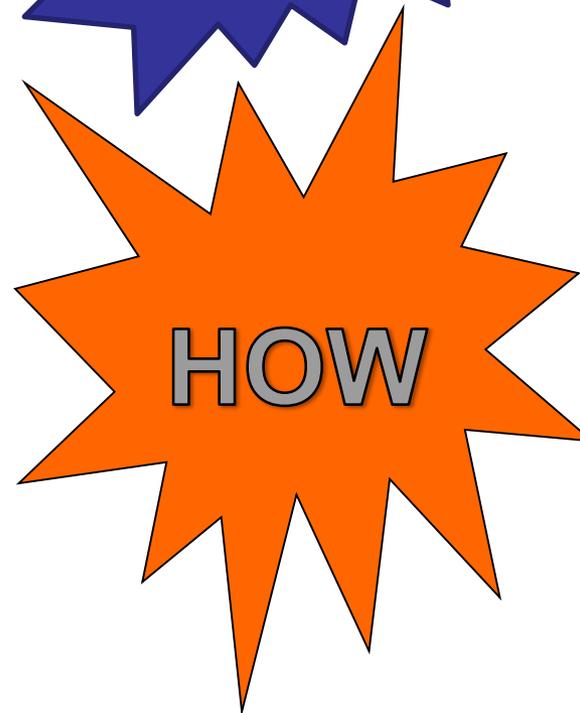


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- **Speech → WHAT and HOW we say something**
  - Tone of voice : HOW we say something
  - Speech/ words : WHAT we say
- **Pictures → HOW we say something**
  - Body posture
  - Gestures
  - Grins
  - Degree of relaxation





**Marsha Collier** ✓

@MarshaCollier



Most essential qualities for a customer service rep--> 1. empathy; 2 patience; 3 sense of humor 4 Power to fix issues  
[#custserv](#)

3:57 AM - 19 Feb 2015

↩️ ↻ 138 ❤️ 11



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# Customer care principles



- **frontline representatives are the company**

- the “face” of the organisation
- The CEO or general manager are not in touch with all customers on an everyday basis, but you are!
- **Communication skills are essential! Remember what you have learned, especially on active listening and empathy!**



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# Importance of customer care



- Often the only contact a customer has with a company. When they have a question or product issue, they expect a company's customer service department to resolve their issues.
- it can help differentiate a company from its competitors
- A company with excellent customer service is more likely to get repeat business from customers
- Publicity
- Prevention/Solution



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# Customer care principles



## Support customers as a team

- greet customers and approach them in a natural way that fits the context
- show that you understand their needs
- help them
- Keep reminding them of what's in it for them to do business with you.



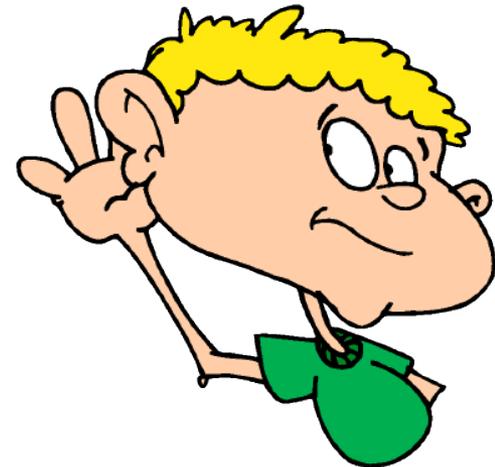
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# Customer care principles: Active listening

## Non-verbal active listening techniques:

- Smile
- Eye Contact
- Posture
  - The attentive listener tends to lean slightly forward or sideways whilst sitting
- Mirroring
- Distraction
  - The active listener will not be distracted





## Verbal active listening techniques:

- Positive Reinforcement
- Casual and frequent use of words and phrases, such as: '*very good*', '*yes*' or '*indeed*' can become irritating to the speaker.
- Remembering
- Reflecting is closely repeating or paraphrasing what the speaker has said in order to show comprehension.
- Clarifying involves asking questions of the speaker to ensure that the correct message has been received.



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# Active listening: Why and when

- When service breakdowns occur
- To “wow” them and win them back.
- The first step in customer service listening is to stop speaking.
- **Listening Keeps the Focus on the Customer Experience**
- **To Reduce Instances of Miscommunication**
- **Listening Is an Improvement Mechanism**



# Importance of active listening in customer care

care



## **Active listening in customer care is of great importance, because without it:**

- We cannot understand the needs of our customers
- Even if we knew their needs, we will never know if we are fulfilling those needs
- In cases of problems/complaints/feedback we won't be able to know the problem of our product/service, which essentially is our problem
- Subsequently, we won't be able to fix the problems



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# Active listening in customer care



- Focus on the customer
  - We need to be focus on the customer while s/he is talking.
  - Try to avoid distractions!



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# Active listening in customer care



- Listen for key information
  - customer details such as name, address and phone number
  - products or services the customer is using
  - Other information depending on the context



# Active listening in customer care



- Listen for key feelings and demonstrate empathy
  - Empathy Begins with Active Listening
  - Try to put yourself in their shoes



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# Active listening in customer care



- **Understand their real needs**

- Through following the previous steps, you will be able to fully understand their real needs and expectations from your products/services



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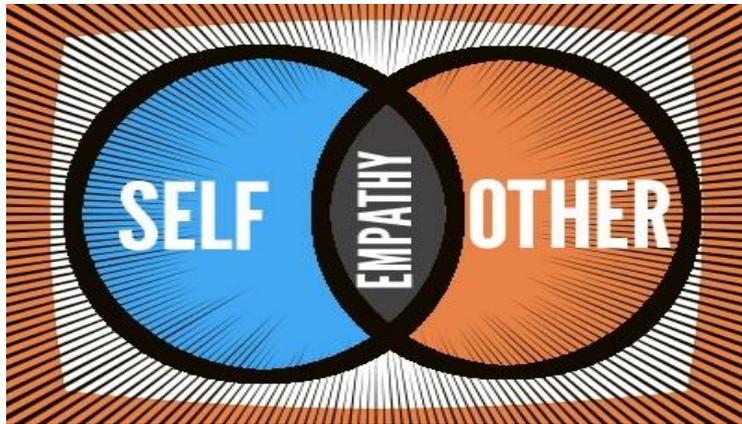


- We listen carefully and we show that we are listening
- We tell the customer that we understand what s/he is experiencing
- Repeat words - phrases (discreetly)
- We reprocess the customer's message and recapitulate in our own words
- We ask questions or make comments that will motivate the customer to comment back
- We feed back the conversation with the feelings that the customer has stated



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## Listen to customers

- Empathy
  - **Empathy** is the experience of understanding another person's condition from their perspective. You place yourself in their shoes and feel what they are feeling.
- We need our customers to feel that we can empathise with them because:
- **Customer service can't always deliver solutions, but it can always deliver empathy.** The impact of customer emotions cannot be ignored



# You can use empathy for:



- **Assessing the situation**
  - "Is there anything I can do for you?"
  - "Can you tell me a little more, please?"
- **Clarifying the situation**
  - "I want to make sure that I really have an understanding of what you're telling me"
- **Reassuring the customer**
  - "You're absolutely correct, Sir/Madam"
- **Providing a sense of immediacy**
  - "I can see where the problem is, Sir/Madam..."
- **Making a commitment**
  - "I will contact you as soon as we have had an update"
- **Maintaining strong customer relations**
  - "I have experienced a similar problem recently, so I understand what you are saying. Let me see what I can do to help you out"
- **Closing**
  - "Your satisfaction means everything to us. Have we covered everything that you wanted to discuss today?"



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# Empathy in customer care



“

Your customer doesn't care how much you know until they know how much you care.”

- Damon Richards



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## • The Value of Empathy

- Customer service can't always deliver solutions, but it can always deliver empathy
- By putting yourself in the shoes of a customer, you also get context that helps you do your job

CARE=EMPATHY



# Empathy in customer care\*



\* <http://www.insightsquared.com/2015/02/empathy-the-must-have-skill-for-all-customer-service-reps/>

## • Empathy Is Teachable

- Since empathy ultimately comes from understanding another person's experience, the easiest way for a rep to develop empathy is to use the product.
- Focus groups, customer visits, or customer on-sites are also great ways to see through the eyes of a customer
- Share your best success stories and make sure to highlight the before-and-after status of the customer
- Listening is another critical element to empathy



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# Empathy in customer care



People will forget what you said,  
People will forget what you did,  
but people will never forget how you made them feel

-Maya Angelou



CustomerThermometer



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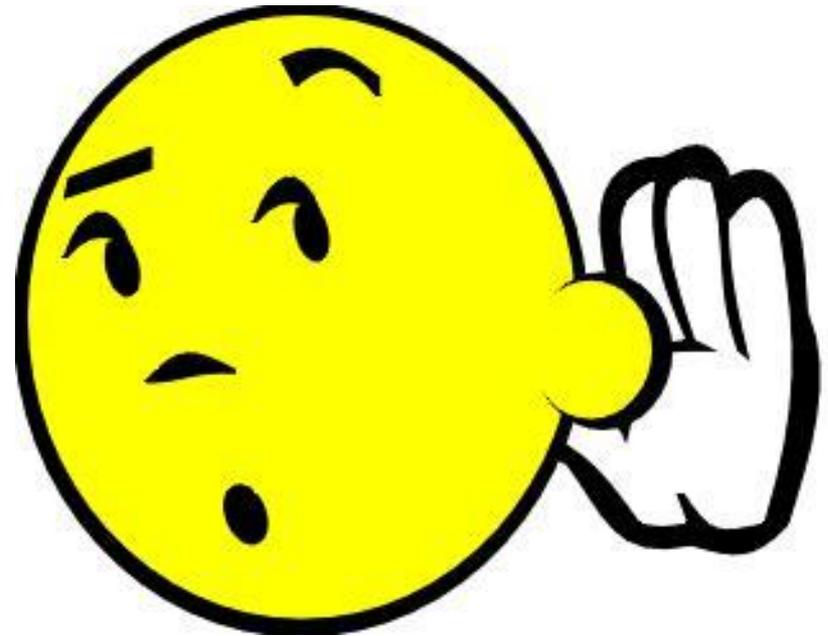
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# More customer care principles



## Listen to customers

- ask questions
- The customer support team can also be an amazing source of product innovation.
- Some successful startups have the customer support team present customer feedback at every company meeting.



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# Methodological tool

**EUPA\_LO\_76\_M\_02**

## Good and bad practices in customer care



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## Be honest about what you don't know

- Nobody likes a know-it-all
- it's okay for you to let the customer know you'll get in touch with the right person and come back to them when you have an answer.
- Maintain an open dialogue with your customers and keep them informed



# Customer care principles



## Speed up!

- Customers hate to wait.
- You need to support them as efficiently as possible
- reducing the time it takes to assist a customer directly reduces the time other customers must wait, too.
- REMEMBER: speed is important, but resolution times should never undermine customer satisfaction



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## Know your product

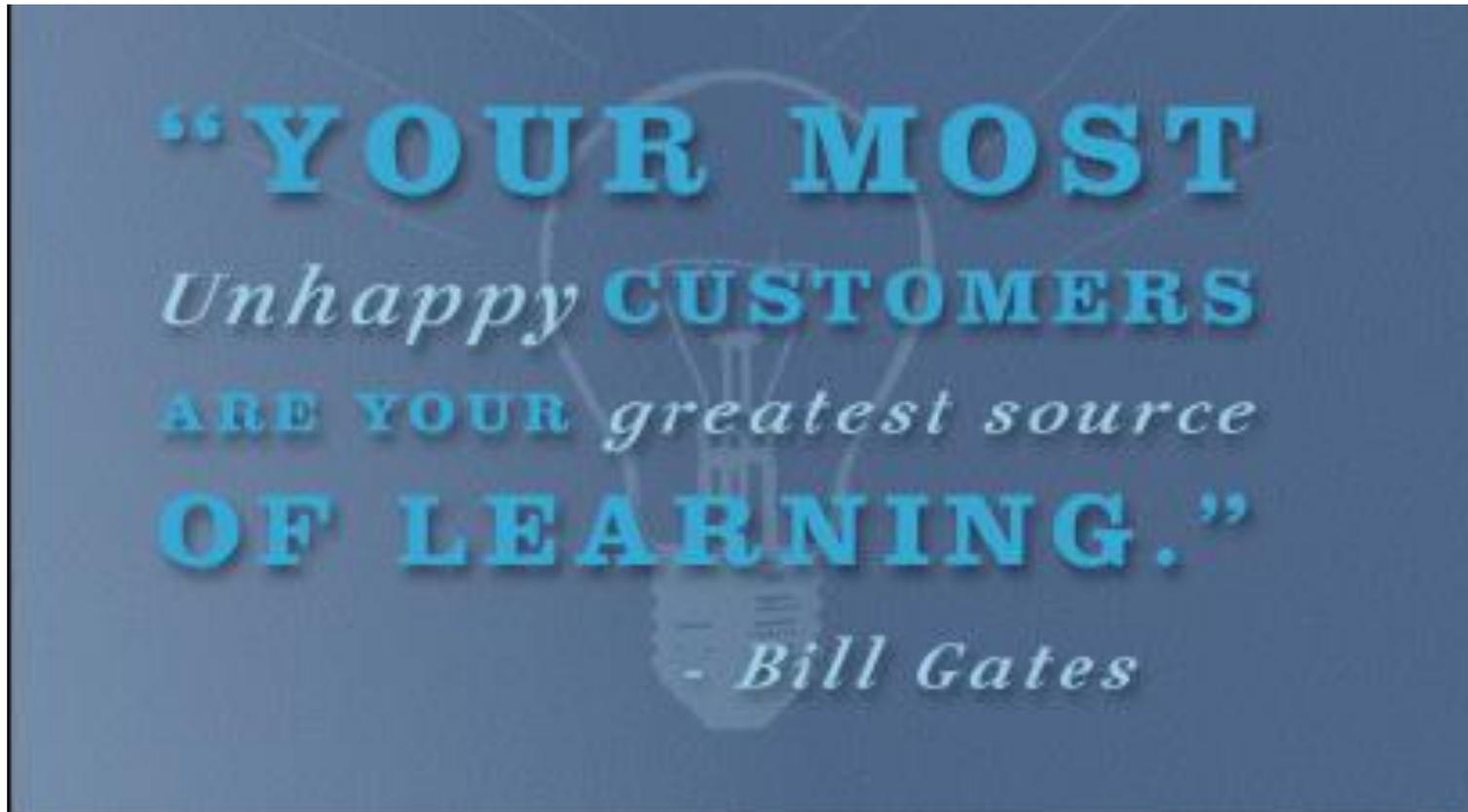
- The more you know about your product, the better you'll be at servicing it.
- **Be sure to do your "homework" before trying to sell something**





- How valuable are they?







- Through complaint handling
  - We increase the satisfaction and retention of our customers
  - We show our appreciation and that we care
  - We acquire opportunities for improvements / changes
  - We gain a positive corporate reputation



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# Complaints handling



- Don't think that it's not your job to cover the cost of a complaint
- Listen to the customer and thank her
- Avoid the well-known blame game, the customer does not care who really is to blame.
- What is it that she really asks, what would she want to be done.



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# Complaints handling



- Solve the problem right away
- Compensate fully
- Please check again that all the necessary actions have been taken to resolve the problem
- Use it as an opportunity to improve



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# Dealing with Customer Complaints



- Listen carefully to what they have to say - let them finish
- Ask questions in a caring and concerned manner
- use your initiative when dealing with complaints
- Apologize without blaming
- Solve the problem, or find someone who can solve it—quickly!



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# Dealing with Customer Complaints



- [Watch the VIDEO](#)
- [Watch the 2<sup>nd</sup> VIDEO](#)



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# Methodological tool

**EUPA\_LO\_076\_M\_001**

## Video analysis

<https://www.youtube.com/watch?v=F8dImol79ew>



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- Review Question 1
  - Can you list the main customer care principles?
- Review Question 2
  - What is the best way to deal with customer complaints?



- **Customer care principles:**
  - **frontline representatives are the company**
  - **show customers that they're valued by your company**
  - **Support customers as a team**
  - **Listen to customers**
  - **Be honest about what you don't know**
  - **Be fast**





**Well Done!**

**You have  
completed  
this unit**



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