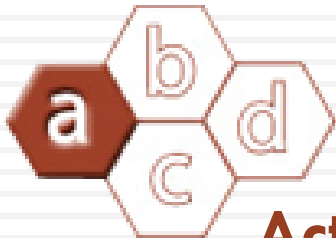


How to Deliver Quality Customer Service



Presented by: VCL Consulting Group, Inc. for

Action for Bridgeport Community Development, Inc.

Learning Objectives



- Understand what satisfies both the internal and external customer
- Identify strategies to maintain personal emotional control



Customer Service Means

- Customer service is the way you assist the people who engage with you and the services provided by your organization.
- These can be community members (external customers) or staff members (internal customers).



Activity



- List your external customer types
- Identify one speaker
- External customer types cannot be repeated!



To Have A Great Personal Encounter



To Have A Great Personal Encounter

What the customer WANTS

- ❑ Be congruent in your communication
- ❑ Be professional in your appearance, written, and oral communication
- ❑ Demonstrate immediately that the other person is the center of conversation
- ❑ Have accurate and up-to-date product/service knowledge





To Be Heard

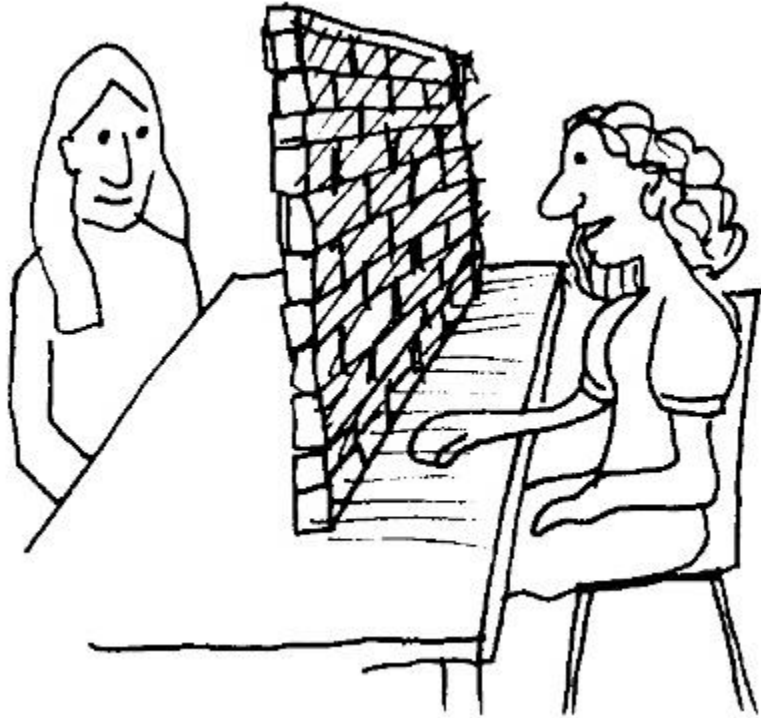


To Be Heard

What the customer WANTS

- Practice good listening skills
 - ▣ Focus
 - ▣ Eliminate distractions
 - ▣ Repeat back what you have heard
 - ▣ Be empathic

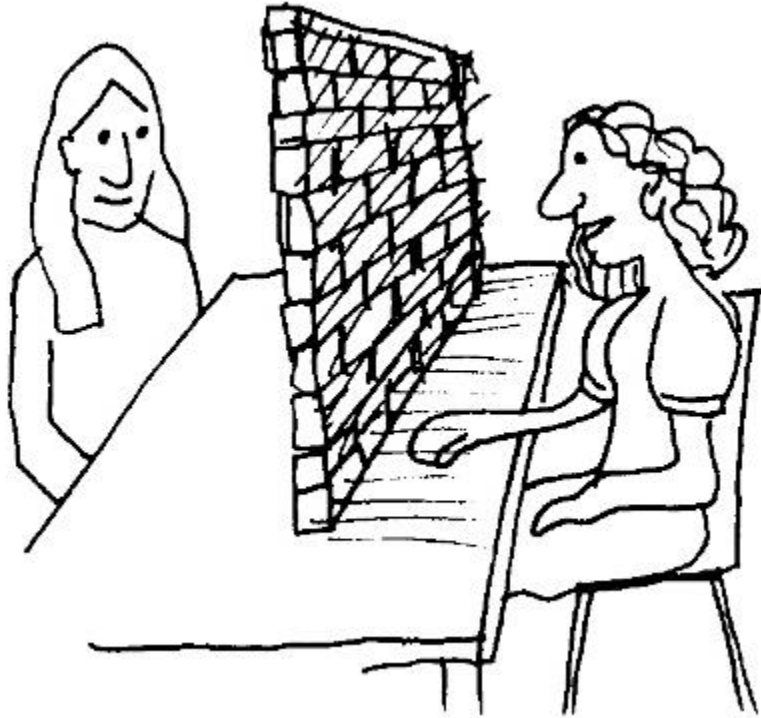




Environmental

- Noise, visual, and physical distractions within the physical environment
- A noisy cubical neighbor
- Other conversations
- People passing your line of sight
- Lighting glare
- Room is too hot or too cold

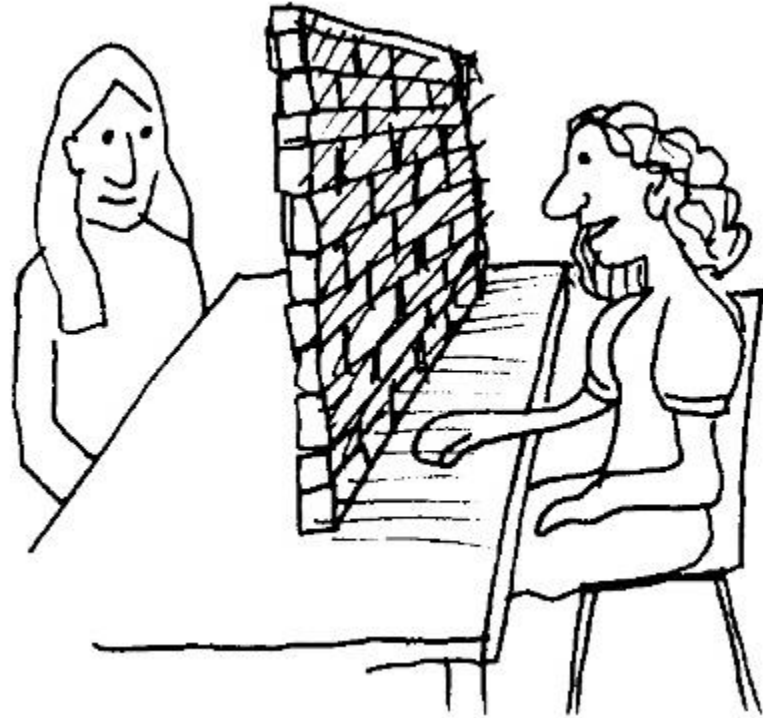
Common Listening Barriers



Social

- Intense or recurring personal emotional reactions to the speaker
- Feeling attracted to the other person
- Feeling dislike for the other person
- Wondering if your encounter with the other person may become difficult

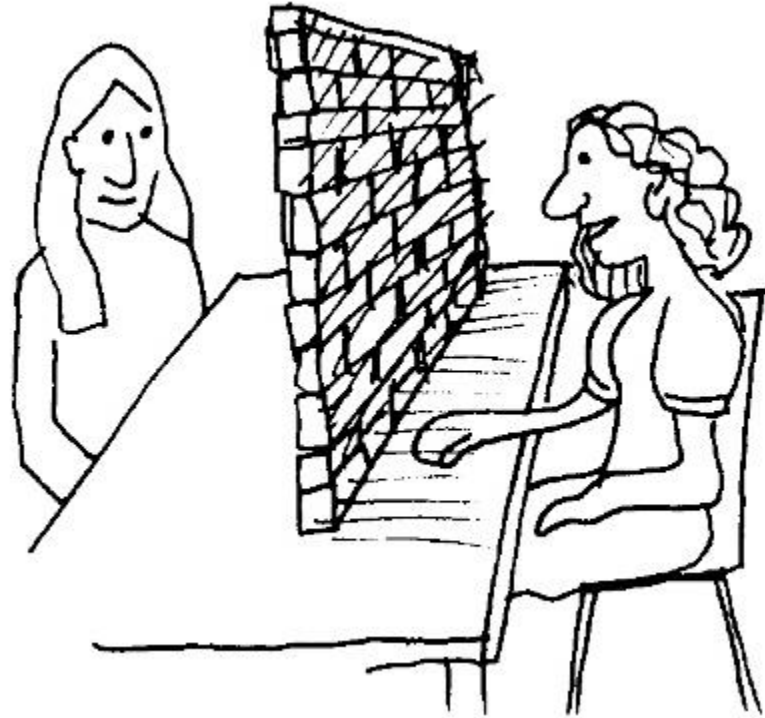
Common Listening Barriers



Emotional

- Intense of recurring thoughts
- Dreading an upcoming project
- Thinking about a disagreement you experienced that morning
- Reliving past events in which you felt you were treated unfairly

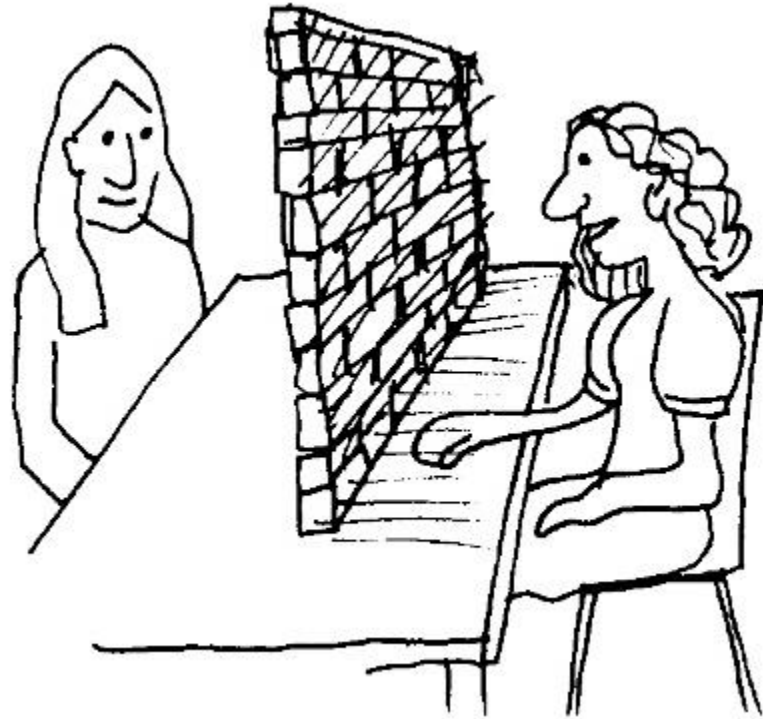
Common Listening Barriers



Mental

- Inability to focus or concentrate
- Thinking about the weekend
- Daydreaming
- Rambling thoughts

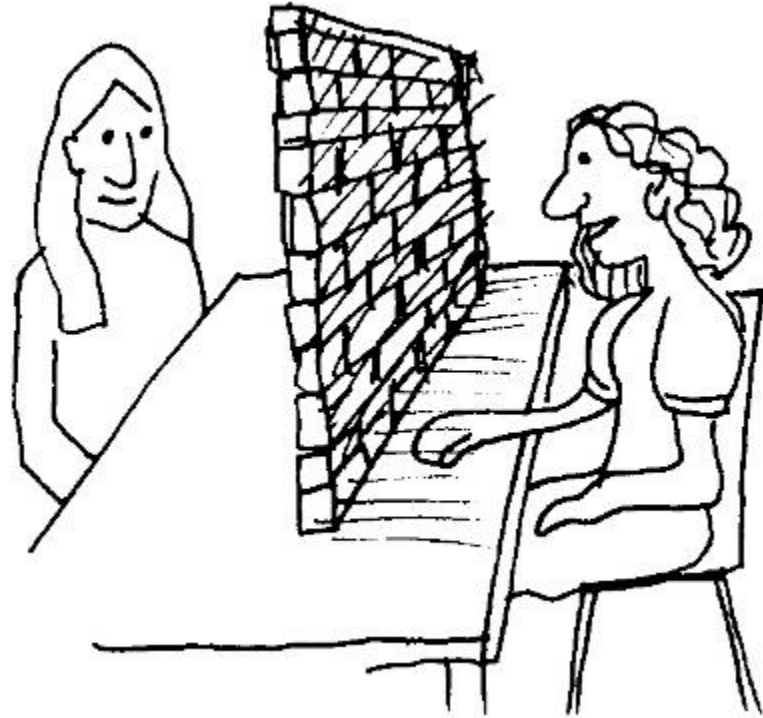
Common Listening Barriers



Biological

- Personal internal physical distractions
- Headache
- Aches and pains
- Sitting too long
- Feeling tired
- Feeling hungry or thirsty
- Feeling the need to use the restroom

Common Listening Barriers



Vocabulary

- Hearing a language that isn't understood
- Unrecognized words
- Slang or jargon
- Misused words

Common Listening Barriers



1. Environmental
2. Social
3. Emotional
4. Mental
5. Biological
6. Vocabulary

Common Listening Barriers

To Be Valued

What the customer NEEDS



To Be Valued

What the customer NEEDS

- Acknowledge feelings before stating the facts
- State positive intentions
 1. Explain the reason
 2. Show empathy
 3. Let the customer know what you can do (offer an alternative solution)



To Experience Trust

DO'S

- Be genuine
- Correct mistakes
- Fulfill promises

DON'T

- Cast blame
- Over-estimate your authority
- Be deceitful





Managing Your Emotions

Evaluate The Criticism

Managing Your Emotions

- ❑ Take time to cool off and collect your thoughts
- ❑ Pay attention to your pace, pitch, and tone of voice
- ❑ Separate the individual from the criticism
- ❑ What portion of the criticism is true and how can you correct it

