

BSBCUS501B Manage Quality Customer Service

Course Objectives:

To learn how to

- Communicate effectively with customers
- Create a positive impression
- Develop and maintain customer service standards
- Plan good customer service



Customers

- People who need your assistance
- They are the reason you have a job



Service

- The manner in which you and other employees treat your customers and each other as you deliver your company's deliverables
- Deliverables – products or services provided by an organization



Customer Service

- The ability of knowledgeable, capable, and enthusiastic employees to deliver products and services to their internal and external customers in a manner that satisfies identified and unidentified needs and ultimately results positive word-of-mouth publicity and return business



Internal/external customers

- internal customers:
 - People from within the organisation such as peers, co-workers, bosses, subordinates, people from other areas of the organization
 - People from other organisations, media, students



Internal/external customers

- External customers - People who purchase or lease products and services

e.g. vendors,

suppliers,

people on the telephone, and others

outside the organization



Service Industry

- A term for businesses and organizations that are engaged primarily in service delivery



Product

- Something produced or an output by an individual or organization
- Products are created to satisfy customer needs or wants



Customer-focused Organization

- A company that spends energy and effort on satisfying internal and external customers by first identifying customer needs, then establishing policies, procedures, and management and reward systems to support excellence in service industry

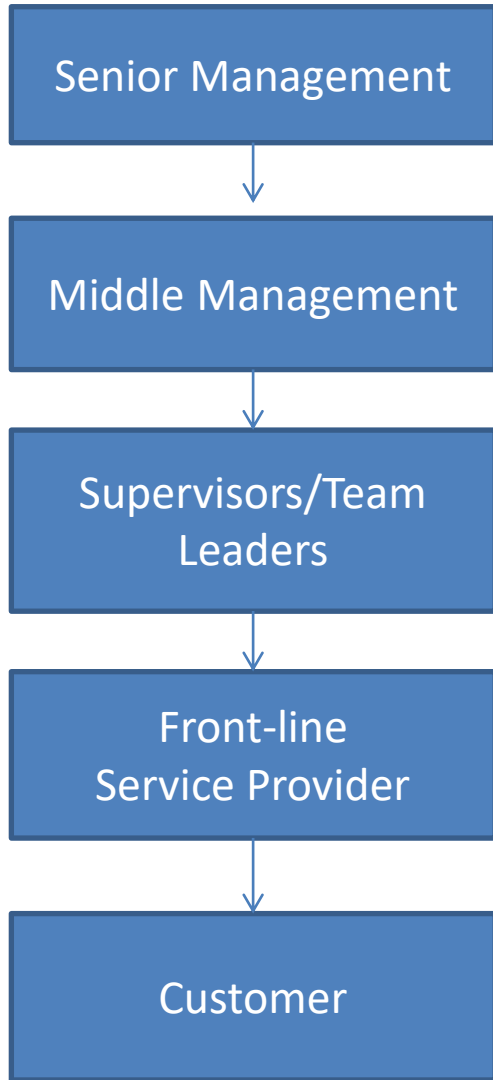


Customer-centric

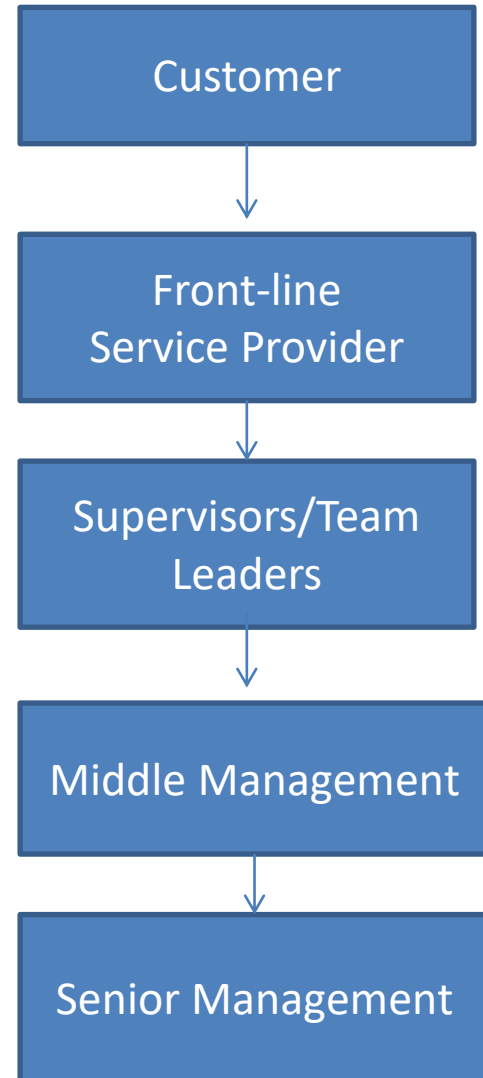
- A term used to describe service providers and organizations that put their customer first and spending time, effort, and money identifying and focusing on the needs of current and potential customers



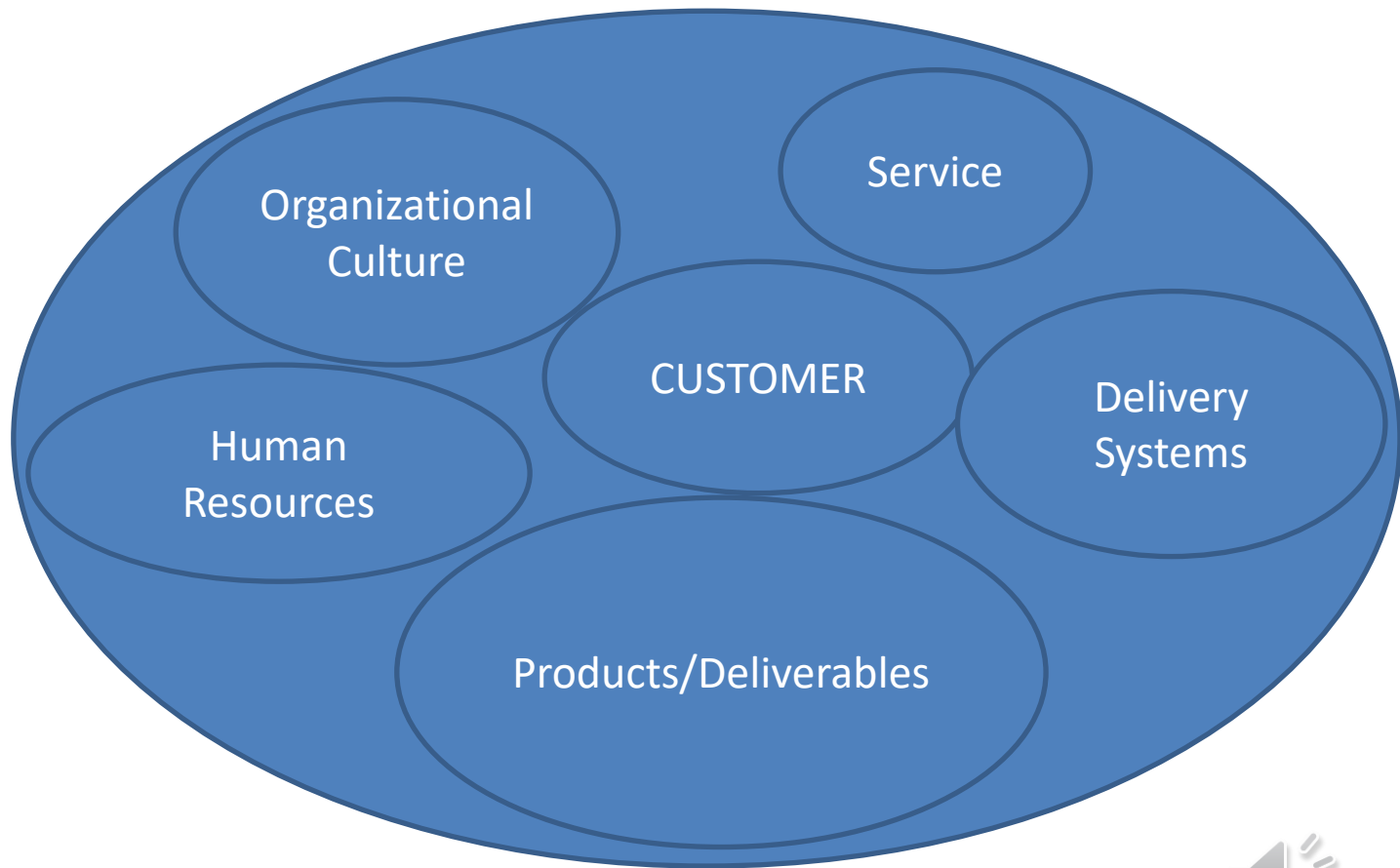
Typical Hierarchical Organization



Customer-Centric Organization



Components of a Customer Service Environment



Organizational Culture

- Dynamic nature of the organization, encompassing the values and beliefs which effects the organization, its employees and managers
- OC is what customers experience



Human Resources

- Important to have qualified people for a great service provider
- Right staff for excellent service
- Receptionist/Front Desk Clerk
- Customer Service (CS)/Member Support Clerk
- Customer Service (CS)
Representative/Member Counsellor
- Data Entry/Order Clerk



HR (Continued)

- Senior Customer Service (CS) Representative/Member Counsellor
- Service Technician or Professional
- Inbound/Outbound Telemarketing Specialist
- Help Desk Computer Analyst
- Counter and Rental Clerk
- Other Service-Related Functions



Types of Service

- Fast Food Chain (Take away)
- Telemarketing
- Software programmer
- Supermarket
- Hotel and Resort
- Travel Agency
- Real Estate



Products/Deliverables

- Tangible and intangible
- Tangible - Medicines, pizza, furniture, iPad, etc...
- Intangible - Problem solving (software company, telemarketing) hair salon, hotel service, etc.



Delivery Systems

- Methods by which the product or service is delivered
- Industry Standards – how other companies (competitors) are delivering their service
- Customer expectations – specific manner and time frame (or accept alternatives??)
- Costs – less cost for time, energy, human resource
- Current and projected requirements – Is efficient and effective current system or needed to replace?



Communicating Effectively with Customers

- GOOD service & BAD service



Good Customer Service

- Taking extra step to help without being asked.
- It is all about attitude and skills.



Attitude

- Attitudes which provide good service
 - Enjoy helping people
 - Handle people well
 - Care for your customers
 - Give fair and equal treatment to all
 - Be understanding of people with special needs



Skills for Customer Service

- Know about your organisation
- Learn the technical parts of the job
- Communicate well
- Be consistent
- Be organised
- Know your place in the team and be a team player



What do Customers Want?

- Friendly environment
- Greetings with politeness in friendly manners
- Helpful suggestions including explanations about the service or products which they intend to buy
- Patience
- Being comfortable while they are walking around the store or while inquiring through the phone



What do Customers Want???

(Continued)

- Personal Recognition
- Courtesy
- Timely Service
- Professionalism
- Enthusiastic Service
- Empathy



Greeting Customers

- The purpose is to create and maintain a welcoming environment



How can we achieve this?

- Be attentive, acknowledge a person as soon as they appear (even if you're busy).
- SMILE!
- Establish eye contact
- Tell them your name
- Ask how you can help
- Give the customer your full attention
- Be polite and courteous.....



Establishing Rapport

- Practise greeting someone
- Make the customer feel comfortable
- Make the customer feel important and valued
- Use empathy



Find out How You can Help

- How can you find out what people want?
- If you can't help, what should you do?
- Offer alternatives (if possible)
- If they have to wait, how would you handle it?

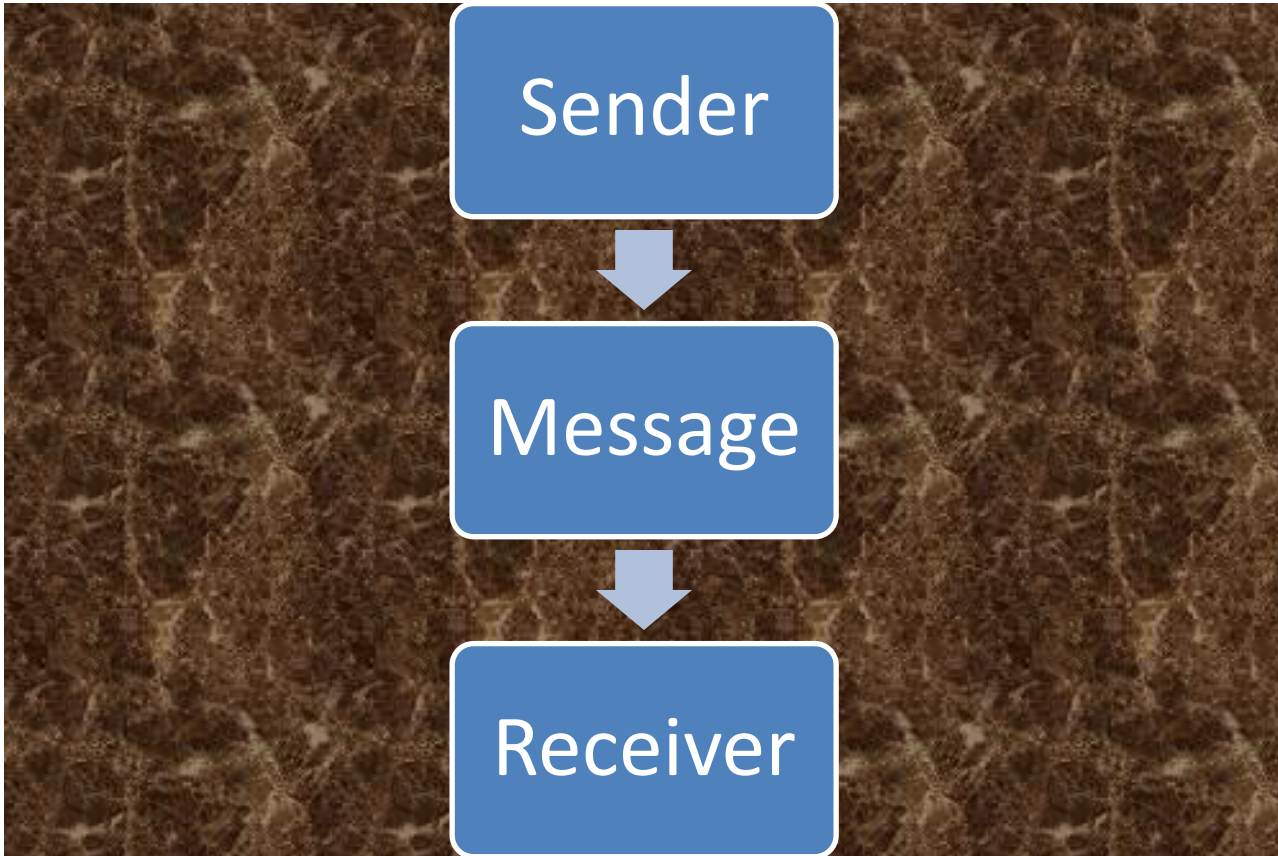


Communication is a 2-way Process

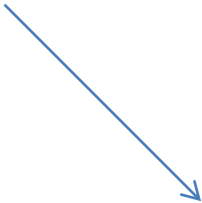
Communication skills involve:

- Listening to others (Receiving) message
- Asserting/ Expressing (Sending)

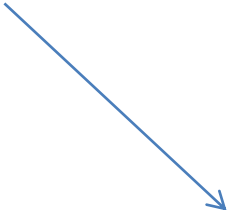
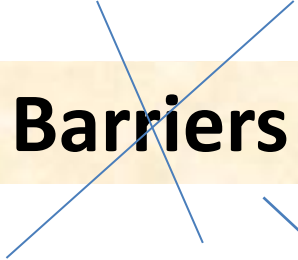




Sender



Barriers



Receiver



The Communication Equation

- What you hear:

- Tone of voice
- Vocal clarity
- Verbal expressiveness

40% of the message



What you see or feel:

- Facial expression
- Dress and grooming
- Posture/ Body Language
- Eye contact
- Touch
- Gesture

50% of the message



Words

ONLY 10% of the message



Words and Phrases (For Customer Relationships)

- Please
- Thank you
- May I.....???
- I can or will...
- I'm sorry (I apologize) for.....
- Would you mind...
- What do you think???
- How may I help???



Words and Phrases (that damage Customer Relationships)

- I don't know.
- Hold on (Hang on) a second.
- Listen to me.
- What's your problem??
- I never said...
- I (we, you) can't....
- Why don't you....??



Effective Communication Skills

- Eye contact & visible mouth
- Body language
- Some questions
- Encouragement silence to continue
- Summarising Checking for understanding
- what has been said Smiling face



Barriers to Effective Communication

- Language
- Noise
- Time Distractions
- Other people
- Put downs
- Too many Questions
- Lack of interest
- Distance Disability
- Discomfort with the topic



How to Listen to Customers

- Active listening = Attending skills (being ready)
- Attend to immediate needs (if you need to finish
- something before giving your full attention)
- Being available
- Eye contact
- Attentive posture
- Concentration



Following Skills

This opens the door to further communication

- Invitations
- Questions
- Encouragement
- Empathetic Silence



Questioning Skills

- Open Questions
- Closed Questions
- Paraphrasing
- Check for Understanding



Reflective Skills

Keeps the door open for further communication

- Paraphrasing
- Reflecting Facts
- Reflecting Feelings
- Reflecting Silence
- Summarising
- Choosing your Words
- Useful Phrases



Using Your Voice

Do you

- Become loud when angry or upset
- Speak faster when nervous
- Speak slowly when tired or bored
- Have a cheerful voice
- Have tone of voice (warm and understanding)
- Find it easy to talk to people you don't know
- Control your tone in most situations
- Sound bossy, weak or unsure
- Have a clear and easy-to-hear voice
- Speak in a very formal or very trendy manner?



Body Language for a Positive Result

- Think about some examples of good body language
- Smile
- Introduce yourself (if appropriate) or wear a name badge
- Shake hands if appropriate
- Lean forward
- Be aware of cultural differences



Telephone Skills

- Know how to use the phones
- Speak clearly and slowly
- Smile (you can hear it in your voice!)
- State your name and organisation
- Write down the caller's name and use it
- Don't say rude things while someone's on hold
- If they're explaining something use words to show you're listening (umm, yes ...)
- Have pad and pencil ready to take notes or messages
- (check spelling and message content)
- Don't eat or drink while on the phone



Written Communication

- Write clearly and concisely
- Refer to their letter, date and query
- Be friendly without being too informal
- Check your spelling and grammar
- Make sure you've answered their query or request or explained why you can't
- Be timely or apologise for any delay in replying



Guaranteeing Return Business

- Leave a positive impression, smile
- Check customers have everything they need
- If you've said you'll follow-up, do so
- Tell them something that may be useful to them later (e.g. new service starting soon)
- Invite them back
- Say goodbye



A Positive Organisational Image

- First impressions count and will affect the interaction.
- People make judgements in the first 30 seconds.
- *Golden Rule* – You only have one chance to make a first impression!



A Positive First Impression

- Be confident
- Knowledge - know your organisation and the services you provide
- Confidentiality
- Follow up (don't just say you'll do something, do it)
- Strengthen the customer's commitment to your organisation



Organisational Assessment – Activity

- Take a look at your organisation through the eyes of a customer.
- What are the first things you notice?
- What has the organisation done to make you feel welcome?
- Does anything make you feel uncomfortable?
- How could you feel more at ease?



Presentation and Manner

- Does your Organisation have a policy on presentation?
- Uniforms, badges, etc
- Personal hygiene
- Clothing – appropriate to the situation
- Hair – cleanliness and style
- Accessories – jewellery, earrings, watches, tattoos,
- Expression – facial expressions
- Tone of voice
- Body language
- Surroundings (Can they see a messy desk? Dead flowers in the vase? Eating your lunch?...)



What to Avoid

- Saying 'I don't know' without offering an option
- Saying you don't know where a colleague is or saying they're at lunch/ toilet/ gone for coffee etc.
- Leaving people on hold for a long time
- Ignoring people if you're busy
- Treating people unequally



How else can you say “I don’t know?”

- “I’ll find out for you”,
- “I’ll need to check on that and get back to you”,
- “I’ll have to look that up, when is a good time for me to call you back?”



Service Standards

How can you contribute to the development and maintenance of service standards ?

- Read and understand your organisation's policies and procedures on customer service
- Be prompt and efficient
- Ensure services are delivered in accordance with legislative or statutory requirements
- Maintain accurate records
- Ensure any special needs of customers are taken into account



Factors Affecting the Quality of Service

- Reliability
- Confidence
- Responsiveness
- Efficiency
- Consistency
- Organisation
- Acceptance of and adherence to policies and Procedures



Customers with Special Needs

- People for whom English is not their first language
- People with disabilities
- People from other areas who may not be familiar with the way things are done here
- People with limited mobility
- Unaccompanied children



Planning Good Customer Service

- Recording procedures (when are your busy times)
- Reporting procedures (meeting organisational/funding/legislative requirements)
- Observe and report customer needs
- Be proactive in improving service
- Market your organisation
- Have processes and procedures for dealing with difficult situations BEFORE they happen and make sure staff are trained.



Dealing with Difficult Behaviour

- Label the behaviour, not the customer
- Listen
- Don't get defensive
- Don't take it personally
- Find out what the customer wants
- Discuss alternatives
- Take responsibility for what you CAN do
- Agree on action



The Talkative Customer

- Ask closed questions
- Limit the time available for them to interrupt (don't have long pauses)
- Provide minimal response
- Smile and be pleasant, but don't encourage them
- Wind up – thank them for coming, walk them to the door but don't be rude or dismissive



The Angry Customer

- Listen carefully without interrupting so you understand the problem
- Empathise in a broad way
- Stay calm and remain polite
- Don't escalate the problem
- Don't take it personally, be defensive or blame others
- Propose an action plan and follow it
- Seek support if you are scared, if you can't agree on a solution or if the customer asks to see "whoever's in charge"



The 'know it all' Customer

- Acknowledge what they say
- Compliment them on their research
- Be generous with praise
- Don't put them in their place no matter how tempting
- Don't try to be smart – you can't win!
- Ask them questions and use them to improve your knowledge



The Indecisive Customer

- Find out what they really want
- Ask them for the options
- Reflect back to them what they've said
- Assume control gently and point out the best course of action from what they've told you they need
- Be logical
- Confirm a plan of action with them
- Maybe even put it in writing



The Suspicious Customer

- Establish your credibility
- Ensure you know your product or service
- They will try and catch you out so don't guess or tell them something you're not sure of
- Be careful what you say
- Be polite
- Don't take it personally, they don't trust anyone!



If people don't have a scenario they have experienced assign them one. Make up something that is relevant to their work.

Example 1. You have bought a toaster and it's broken after only one week and you're very angry about products not being made to last anymore.

You want the salesperson to do something immediately. She is offering you a replacement and you want a refund.



Example 2. An older person has come in to see a colleague who is out. He is upset because his family hasn't visited for weeks and wants to tell you all about it. You have other people waiting and the phone is ringing.

Example 3. You have been visiting an older person in his home and his daughter has turned up and accused you of stealing the silver teaspoons.



References

Volunteering Package, 2006, Government of South Australia, Office for Volunteers

Lucas, R.W. 2012, *Customer Service Skills for Success*, 5th Edn., McGraw-Hill, New York.