UNDERSTANDING YOUR CUSTOMER

and

ENHANCING QUALITY SERVICE SKILLS

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A CUSTOMERS SIX BASIC NEEDS

FRIENDLINESS

- The most basic of all customer service needs and is usually associated with being greeted politely and courteously.
UNDERSTANDING AND EMPATHY

- The customer needs to feel understood and appreciated without criticism or judgment.
FAIRNESS

- The customer needs to feel they are being treated fairly.
CONTROL

- This is a way for the customer to feel they have an impact on the way their encounter with you turns out.
OPTIONS AND ALTERNATIVES

- The customer needs to feel that there are other avenues available to getting what they want accomplished.
INFORMATION

- Customers need to feel educated and informed about the products, policy and procedures they encounter when dealing with your company or department.
Dealing with Difficult Customers

- Stay Calm and Remember It’s Not Personal
- Apologize and Empathize
- Resolve Their Problem, Not Yours
- Follow Up
- Learn From Mistakes
Processes for Dealing with an Upset Customer

- Let Them Vent
- Avoid Negative Filters
- Express Empathy
- Begin Active Problem Solving
- Mutually Agree On A Solution
Examples of Negative Phrases

- You don’t seem to understand...
- You must be confused...
- You have to...
- We won’t...we never...we can’t...
- You’re wrong...
- It’s not our policy...
Calming Words and Phrases

- Here’s what we can do
- Thank you
- I will find out
- I’m here to help you
- The best option, I think is