

What Customers Really Want

Defining Extraordinary Service

Extraordinary service is out-of-this-world helpfulness, usefulness, value, teamwork, or friendliness. Going beyond what is expected.

To Resolve Customer Complaints

- Listen actively
- Listen for feelings, then facts
- Paraphrase and record
- Determine expectations
- Provide a solution
- Confirm the resolution
- Follow up

Customer Service Standards

1. Reliability (consistency from all systems, processes and people)
2. Responsiveness (to customer-initiated requests and complaints)
3. Competence (skilled, knowledgeable)
4. Friendliness (personable without intruding)

Treat the Customer as a Unique Person

- Greet the customer, use his or her name.
- State your positive intent to help or serve.
- Keep tuned in to the conversation.
- Acknowledge what the customer says.
- Anticipate the customer's needs.
- Give the customer choices when possible.
- Be sincere during the interaction.
- Thank the customer for doing business

Active Listening

1. Eliminate distractions
2. Suspend judgment
3. Do not interrupt
4. Tolerate silence
5. Take notes
6. Ask questions
7. Paraphrase to confirm understanding

Control the Conversation

- Take ownership of the interaction.
- Avoid having the customer repeat information.
- Restate the problem to the customer.
- Make your word "golden."

Four Key Skills of Advocacy

- **Probing:** Ask open-ended questions to solicit the other person's opinion and encourage dialogue.
- **Confirming:** Restate or paraphrase what you heard the other person say.
- **Acknowledging:** Validate the other person's thoughts and feelings.
- **Encouraging:** Match and pace to establish rapport, se direct eye contact and attentive body language

Four Key Skills of Advocacy

- **Using clear language:** Explain what you want and what you don't want.
- **Using "I" language:** Be accountable for your thoughts and feelings.
- **Calling for questions:** Allow for clarification and refining. Demonstrate your flexibility and openness
- **Building:** Share where you agree and where you don't agree with the other person's ideas. Link your opinions and ideas to those stated by the other person

Five Steps to Remaining Calm

1. Breathe.
2. Control adrenal responses.
3. Change your self-talk.
4. Put the situation in context.
5. Move on from an angry customer.

Handling Angry Customers

1. Lock in
2. Let the customer vent
3. Empathize
4. Match energy
5. Restate emotions and content
6. Problem solve
7. Bail out (if necessary)

Four-Step Recovery Strategy

- Apologize with empathy
- Fix the situation
- Go the extra mile
- Follow up