

Customer Service Essentials

Person to Person Customer Service

For Teachers

Introduction

The selling of goods and services is a more competitive environment today than it has ever been. Customers have high expectations of receiving excellent customer service. For businesses, gaining and retaining customers presents an increasing challenge. Smart businesses realise customer service is the front line in the battle to gain and retain customers. The focus of this program is person-to-person customer service. It explores how person-to-person customer service differs from other forms of customer service. It also provides practical examples of how staff can deliver excellent customer service when they need to deal with customers face to face.

Timeline

00:00:00	Introduction to customer service
00:03:21	The importance of first impressions
00:05:41	Being professional
00:10:51	Dealing with customers
00:16:03	If conflict arises
00:20:03	Credits
00:20:49	End program

Related Titles

Customer Service Essentials – Telephone Customer Service
Customer Service Essentials – Online Customer Service

Recommended Resources

- www.csia.com.au/
- <http://www.customerserviceskills.org/>
- <http://sbinfocanada.about.com/od/customerservice/a/custservrules.htm>

Student Worksheet

Initiate Prior Learning

1. Make a list of the sort of customer service you appreciate and why.

2. List some implications of bad customer service for a business.

3. Brainstorm ways that you could provide really good customer service.

Active Viewing Guide

1. What is customer service?

2. What is required to carry out customer service effectively and successfully?

3. What does body language show other people?

4. Explain what is meant by the word 'professional' in the context of customer service.

5. What does the customer assume about the person serving them?

6. What should a customer service representative be able to do with a customer's problems?

Customer Service Essentials
Person to Person Customer Service

7. What should a customer service representative never do?

8. What should always be the focus of a customer service representative?

9. At the end of a transaction, what is important?

10. What are important points to remember when using active listening and positive body language?

Extension Activities

1. If you don't know the product you are selling, how could learn all you need to know?

2. Think about positive body language and negative body language. List as many examples of both as you can think of.

3. How do you think your normal body language would be perceived by others?

4. In what circumstances are you likely to find it more difficult to use positive body language? Explain how you would overcome this.

Suggested Student Responses

Initiate Prior Learning

1. Make a list of the sort of customer service you appreciate and why.
Answers will vary, but may include appreciating being assisted with needs, not waiting unnecessarily, being treated fairly, being listened to.
2. List some implications of bad customer service for a business.
Answers will vary, but may include a loss of customers, a bad name/publicity and a loss of business.
3. Brainstorm ways that you could provide really good customer service.
Answers will vary, but may include listening carefully to customer's needs and concerns, providing prompt, caring service.

Active Viewing Guide

1. What is customer service?
How employees of a business make the customer feel, how helpful they are, how well they listen, how they speak, their body language and how effectively they meet the customer's need or solve the customer's problem.
2. What is required to carry out customer service effectively and successfully?
Effective and successful customer service requires a certain set of skills. Examples might include, active listening, problem solving, positive attitude.
3. What does body language show other people?
How you might be feeling.
4. Explain what is meant by the word 'professional' in the context of customer service.
Knowing the product or service you are selling and providing the right information, solving problems, maintaining your focus, taking responsibility and genuinely caring about meeting a customer's needs.
5. What does the customer assume about the person serving them?
That the person serving them knows about the product or service they want to buy.
6. What should a customer service representative be able to do with a customer's problems?
The should be able to solve their problems or to refer the customer to someone else who can solve the problem.
7. What should a customer service representative never do?
At no time should they denigrate the standing of their employer or fellow staff.
8. What should always be the focus of a customer service representative?
What can be done to help the customer.
9. At the end of a transaction, what is important?
It is important to close positively.
10. What are important points to remember when using active listening and positive body language?
Use eye contact, keep an open stance with arms unfolded, be attentive and don't slouch.

Extension Activities

1. If you don't know the product you are selling, how could learn all you need to know?
Answers will vary, but may include search the internet, use training manuals, ask your employer or fellow employees.

2. Think about positive body language and negative body language. List as many examples of both as you can think of.
Answers will vary, but may include:
Positive body language: an expression that says you're interested in them and their problem, eye contact, open arms and open stance, standing close, but not too close
Negative body language: turning away from customer, walking away while they are talking, focussing on something or someone else, crossed arms, rolling the eyes, sighing, a bored, tired or uninterested look, tension in the face or body movements, clenched fists, tense or nervous movements.

3. How do you think your normal body language would be perceived by others?
Answers will vary

4. In what circumstances are you likely to find it more difficult to use positive body language? Explain how you would overcome this.
Answers will vary