



Customer Service Who Comes First

A Customer Service Seminar
June 10, 2013
Lake City, MN



This Event is Sponsored By:

- Lake City Chamber of Commerce
- Lake City EDA

Topics and Discussion Areas:

- ❖ What Customer Service means to you and your business
- ❖ Who are your customers
- ❖ How to connect with your customers
- ❖ What to think and do about customer complaints
- ❖ Customer Service beyond the scope of your job

This is All About You



Introduce yourself, sharing where you work and then:

- ❖ The best thing about my job is...
- ❖ The best thing about the business I work for is...
- ❖ The best thing about working with customers is...
- ❖ The best thing that happened to me in the last week is...

Customer Service is:

- ❖ The process by which your organization delivers service or products to satisfy the consumer

OR....

- ❖ The degree of assistance and courtesy granted to those who come into a business or store

Lynda's "4 Cs" Rule on Customer Service

- ❖ **Care** – about satisfying the customer needs
- ❖ **Concern** – to make things right and value-added
- ❖ **Communicate** – address customer service needs and challenges by listening, talking, and asking questions
- ❖ **Commit** – 100% all the time and for every customer

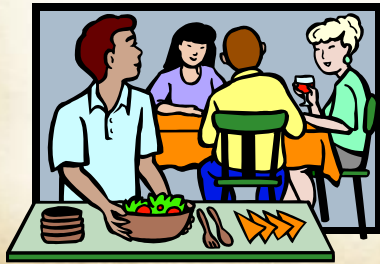
Customer Service from a Critical View

This means you:

- ❖ Learn all about the products and services
- ❖ Assess customer needs
- ❖ Educate the customer
- ❖ Meet customer needs and then provide ongoing support

Our Customer Service Consumers

- ❖ Traditionalists Born 1945 or before
- ❖ Baby Boomers Born 1946 – 1964
- ❖ Gen “X”ers Born 1965 – 1981
- ❖ Millennials Born 1982 – present



Where do you fit?

What Factors Make Groups Different or The Same?

- ❖ Family
- ❖ Learning Environment
- ❖ Music exposure
- ❖ Politics
- ❖ Social interaction and Communities
- ❖ Technology

Situation break!!!

Which Group(s) Will Most Likely Buy the Following:

- ❖ Personal Computer
- ❖ New Hard-Bound Book
- ❖ The Daily Newspaper
- ❖ Tickets to See the Beach Boys Concert
- ❖ Tablet (Computer)
- ❖ Smart Phone
- ❖ Watch
- ❖ All Holiday Gifts On-line



It Takes All Kinds of People to Keep Your Doors Open

- ❖ Be aware of differences and respect them
- ❖ Accept all customers
- ❖ Create a work place where all can speak and be heard
- ❖ Season YOUR customer views and learn more about what they are about

Determine Customer Needs by Asking and Listening

Two great ways to gather information for determining customer needs are:

❖ Observing



❖ Asking open-ended questions

Jobs
Employment
Career

Observe a Customer Who Is:

- ❖ Looking at something for a long time
- ❖ Showing frustration
- ❖ Walking around the store 2 - 3 times

What can all of this mean?

Opening Doors with Open-Ended Questions

- ❖ Asking “Yes or No” questions does not give you the entire story
- ❖ Open-ended questions help you learn more
- ❖ Open-ended questions get to the “Why”

Change These Questions to Get More Information



❖ Can I help you?

❖ Do you want preset controls?

❖ Did you see our coupon specials?

Sizing Up Your Customer With The Right Questions

Situation Break

Jobs and
Employment Career
Financial Care

How would you handle the following situation?



An elderly woman is looking for comfortable but stylish shoes. Your goal is to help her find what she is looking for and sell her a pair of shoes.

What questions could you ask to get more than a “yes or no” answer about what she wants?

Let's Look at Customer Situations

Situation break:

- ❖ Partner with someone near you. Be prepared to share your best answer.
- ❖ Think about a time when something like this happened to you. How did you handle it?

Connecting With Your Customers Means:

- ❖ You have the power to make someone happy
- ❖ Over 70 % of your customers will not come back because of poor customer service
- ❖ The other 30 % will be looking very closely at how you approach them, once they made a complaint with your business



The Most Powerful Tool in the Customer Service World: Listening

Situation break



Jobs
Employment
Career
Recruitment
Industrial
Career

Listening Skills:

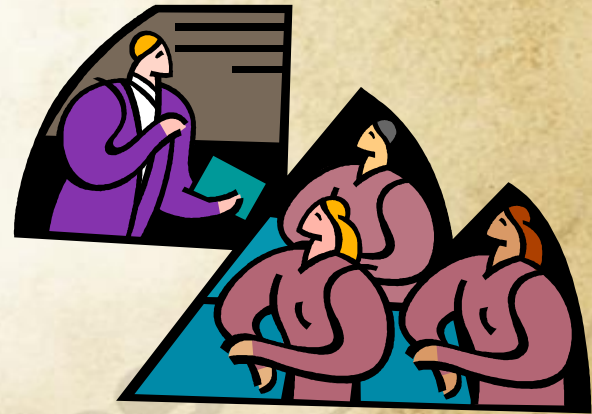
- ❖ Learn both verbal and non verbal skills
- ❖ Look at the person talking
- ❖ Listen for more than words
- ❖ Focus on what is being said, NOT on what you want to say back
- ❖ Stay calm and use open-ended questions

Are You Listening?

Can You Hear Me?

Listening is one of the most valued and important critical skills companies seek in employees.

I want to hear from you.
Think of situations where
good listening works.
Share.....



Let's Explore Customer Dissatisfaction

Situation Break

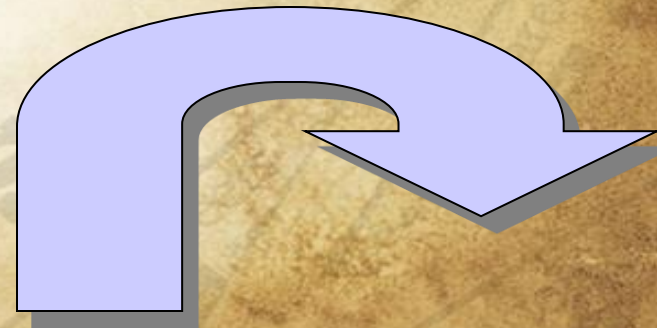
Jobs and
Employment
Career
Public
General Care

THANKS: Steps to Remember and Follow

- ❖ Thank the customer for bringing this to you
- ❖ Hear the problem – listen carefully
- ❖ Apologize for the inconvenience
- ❖ Need more information? Ask!
- ❖ Know a solution and be prepared to propose it
- ❖ Solve the problem or find someone who can

Dissatisfaction “Turn- Around”

- ❖ Process to turn a complaint around to meeting a customer’s needs
- ❖ Determine the reason
- ❖ Identify the cause of the problem
- ❖ Rectify the situation
- ❖ Acknowledge the problem



Tips That Work – Really!

- ❖ Try to not take complaints personally
- ❖ Remember you have good products and services
- ❖ Realize you may not be able to solve everything, but you can agree on a solution
- ❖ Ask for help when you need it
- ❖ Document everything



Take Charge of How You Provide Excellent Customer Service

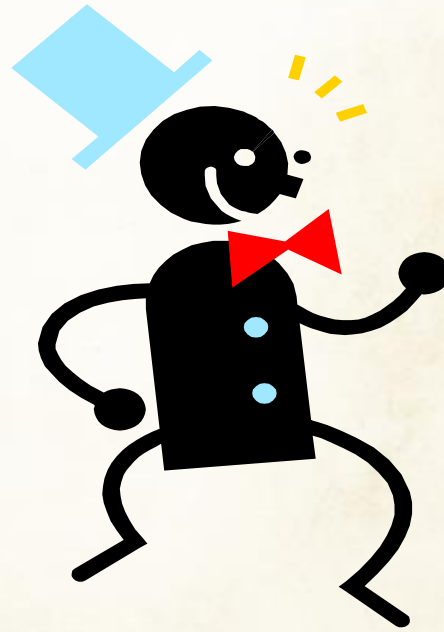
- ❖ Where to go for help if you need it
- ❖ Remember what part your supervisor or boss plays in customer service skills
- ❖ Know what is expected of you on the job
- ❖ Identify resources that can help you improve your customer service skills and learn what to do on the job

Customer Service: Going Beyond What You Were Hired to do

- ❖ Customer service goes beyond the four walls you work in
- ❖ In your community, you have travelers and folks visiting from other areas
- ❖ Learn about your community and the resources, businesses and events around you
- ❖ If visitors get excellent customer service, they will come back
- ❖ Be an **Ambassador for Lake City**

Put On Your Ambassador Hat!

Situation Break





- ❖ It has been great to be with you today to share important information about **YOUR** connection with customer service.
- ❖ I hope you learned some ideas and ways to offer excellent customer service.
- ❖ Remember: You can be a role model and mentor others.

Workforce

DEVELOPMENT, INC.



Provided by: Lynda Hyberger
Customer Service Academies Coordinator
Workforce Development, Inc.

1302 Seventh Street NW

Rochester, MN 55901

507.292.5188

lhyberger@wfdi.ws

Jobs find your
Technology Careers
General Career
Education Ca