



# Customer Service Courseware

# 1

# CUSTOMER EXPECTATIONS



Being a representative of your company comes with responsibility to serve the customer the best you can. It means, at the very least, you must meet their expectations. When you do, you strengthen the relationship between you and that customer. If you do not, you risk losing that customer to your competition.



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# 2

## PROVIDING GREAT SERVICE



When you think “great service,” what comes to mind? We all know a restaurant or a store that is known for the great service they provide. When you go there, you expect nothing but the best. When you receive this level of great service, you feel welcomed and appreciated. How can you turn your level of service into great service? Becoming a great service provider requires you to commit yourself to being great and putting forth the effort.



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## GRATITUDE



You will never have success in life without first having gratitude. Gratitude is best reflected in how you act toward and respond to others. Gratitude is all about showing others how thankful you are for them. It is about realizing that each individual customer you encounter makes it possible for your company to write your paycheck.



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## COMMUNICATING



The way you communicate with your customers will make or break a great experience. Being an effective communicator is essential to all your relationships whether you are speaking with a customer, coworker, family or even friends. The way you communicate with others determines how you are perceived by everyone who comes in contact with you.



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## ACTIVE LISTENING



One of the most important skills you can have when serving your customers is the ability to actively listen. Are you really listening or are you just hearing? How well you listen impacts the level of service you are able to provide to your customers. If you are not listening with the intent to obtain information and understand the total message, you are not doing your customers or yourself justice.



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## OVERCOME ANGRY



It seems more and more people are angry about something. Traffic, their jobs, their finances, and the weather are all things that people blame their anger on. By the time customers reach you to complain their anger is at an extremely high level and sometimes even directed towards you personally. How can you deal with angry people (and leave the situation with your dignity and your sanity)?



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# FIND OPPORTUNITY



If you want to become a world-class service provider, you must change the way you see the world and, more importantly, the way you look at different situations. The best service providers understand the “problem” is not where you should focus your energy. When you focus on problems, you lose focus of everything else around you.



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## ACCOUNTABILITY



The customer shuffle is when the customer is passed from one person to another and possibly another and so on. Transferring a customer or handing them off to someone who can better serve their needs is an absolutely necessary evil. But, there are specific things you can do to make the experience memorable (in a positive way).



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## THOUGHTS & ACTIONS



Your success and your fulfillment begin with you, personally, and then this extends into your business life. If you do not believe in yourself, how can others believe in you? If you do not have a solid belief in what you do or who you are, then you will never be effective in service or life. Beliefs drive your actions, and your actions will create your results.



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## DYNAMIC SERVICE



Dynamic customer service is an act of positive assistance demonstrated through your attitude, action, and energy. It is what keeps customers loyal to you and your company. Providing dynamic customer service means that you not only try to proactively solve customer's problems, but you are also constantly changing and evolving your business to better serve your customers and their ever-changing needs.



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## INTERNAL CUSTOMER



How much of your time do you spend helping people within your organization? Your coworkers, management, salespeople - everyone you work with in your organization - is considered to be an internal customer. How well do you serve your internal customers? When you are able to provide great internal customer service, your external customer service will improve.



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## MAKE A DIFFERENCE



There are so many ways you can make a difference, and all you have to do is look for your opportunity. This is NOT a “work” thing; rather, it is a “life” thing you can focus on. Your actions will not only make a difference, but your actions also build your reputation. You can make a difference, but it is up to you to commit if you are willing to take the time and make the effort to do so.



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