



# The Key to Great Customer Service



# The purpose of this training...

To provide you with useful information on customer service –


- what it is
- how to use it
- and ways to make it a part of your everyday work experience!



# You are a valued member...

- You are expected to provide top notch service to our students, faculty, staff and visitors
- This training will give you the resources needed to make customer service a priority

# Supplemental Materials

- 
- Please print off the following worksheet and record your answers as you work through the training
    - [Customer Service Worksheet \(word\)](#)
    - [Customer Service Worksheet \(pdf\)](#)



# What is customer service?

- **Using your worksheet, write down your definition of Customer Service**



## Let's compare notes....

- **Providing excellent customer service**
  - **F** ~ face forward
  - **R** ~ react thoughtfully
  - **O** ~ open posture
  - **N** ~ nod that you understand
  - **T** ~ take it in stride



## **F ~ face forward**

- **Exhibit good body language!**
  - Face the person, so that he or she knows they have your undivided attention



# R ~ react thoughtfully

- Be proactive!
  - If someone is angry when they are speaking with you or you feel that they are treating you disrespectfully, avoid a quick reaction
- A calm, thoughtful reaction is the professional thing to do!

# O ~ open posture

- Your body language speaks volumes
- Display an open posture by:
  - Holding your head high while sitting or standing
  - Keeping your arms to your side
  - Resting your hands on the desk or in your lap
  - Holding your shoulders back





## O ~ open posture

- Using your customer service worksheet, list other examples of open posture



# N ~ nod that you understand

- Let the person know that you hear and understand what they're saying
  - Acknowledge them with such words as “yes” or “ok” or nod your head

# T ~ take it in stride

- You may be faced with a visitor or caller who is angry or frustrated by something that has happened
- **Remember!** Don't take their words or actions personally, though they may seem directed at you





## Ways to take it in stride...

- Maintain composure
  - Remember your verbal and non-verbal language
- Use positive action phrases: “let’s see how I can help.”
- Acknowledge that the person is having difficulty:
  - “I’m sorry that you’ve had such a hard time. Let’s see what we can do to fix this.”

# Ways to take it in stride...

1. Keep a good attitude and smile when you speak to the person – even if it's on the phone
2. Avoid becoming reactionary yourself!
3. Be honest with the person and don't just tell them something they want to hear hoping they'll go away
4. Rejuvenate yourself!  
Take a break after the situation has passed



# How do you take it in stride?

- List other ways you can take a “sticky” situation in stride. using your customer service worksheet, write down how you’d incorporate them into your work environment



# Theatre of spontaneity

- Introducing...

*“Well, that’s one way to approach things!”*





## Scene:

- It's the first day back of the fall semester and it seems like there are lines of students everywhere. You arrive to work just in time for your supervisor, Mrs. Doright, to open the door and let the mass of students enter. You're feeling very rushed and uneasy as this is only your second week of work. Mrs. Doright immediately asks you to work at the front desk and begin assisting students with their questions. She also explains that the office is short staffed today and Onestop isn't working.

# Se = Student Employee S = Student

- **Se:** You look at the front desk where you're about to sit with disgust and you immediately throw down your back pack and pull out your chair. Instead of calling the next person in line, you simply stare at them and become irritated that they aren't taking your "I'm ready" cues
- **S:** "Are you able to help me?"
- **Se:** "Yeah I guess. What do you need?"
- **S:** "There's a class that I'd like to get into, but for some reason, I'm not able to access my account on the banner. Can you enter the class for me? It starts today and I don't want it to fill up."
- **Se:** "No! I won't enter the class for you. You have to go and get on Onestop and do it yourself. I don't even have A computer here to do anything." (You immediately turn away from the student and start rummaging through your back pack.
- **S:** "But I just said that I can't get into Onestop and I really want to take this class."
- **Se:** "That's not my problem. Go to your department of study. Next!"



# On your Customer Service worksheet

- Write down what you feel is wrong with that scene and how you would have handled it differently





# Let's test your customer service savvy...

- Read each question, determine your answer, and advance to the next slide.

# Question #1

- **True or False:** What's the best way to handle an angry caller? Transfer them to your supervisor?



# False.

- You need to do your best and work with the caller in a respectful and professional manner
- Only transfer the call to your supervisor if the caller requests it or you feel you've done everything you can to help and the situation still isn't resolved



## Question #2

- **True or False:** If a visitor treats you rudely, you can be rude right back to them. You're a student, so it doesn't really matter how you act



# False.

- While you may want to react rudely back to a visitor that is treating you disrespectfully, don't!
  - You are a valued and integral member of the department and what you do is a reflection on the office
  - It's important to present yourself in a professional and pleasant manner....even if it's not always easy



# Question #3

- **True or False:** A great example of going the extra mile is transferring a caller to the appropriate department, announcing the call to the new recipient as well as providing the caller with the new number for future reference.





# True.

- Providing all parties with helpful information makes for a smooth transition and a great experience for everyone!

# Question #4

- **Yes/No:** You and a student are working together to resolve some questions about Onestop. In order for you to help, you turn your back from the student and begin working on the computer.
- Is this exhibiting good body language?



# No.

- Closing your posture closes you off from the person you're speaking with.
- If you're not able to adjust the computer so you can still face the person, try having the person come around so they can see what you're doing.
- You may also want to suggest to your supervisor that you'd like to move the computer so you can work with visitors better.





# You have completed your Customer Service training!

- We hope that this training has been helpful and that you'll be able to take what you've learned and make it count!

This training has been brought to you by:

**Student Employment Office**

**East Carolina University**

**(252)747-4473**

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