

Customer Service
Make It Easy!

For Preview Only

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THE PROGRAM'S MESSAGE

"Am I making it easier or harder for my customers?"

Many customers these days are not happy with the service they're receiving. They're angry, frustrated and headed for the door. So what **do** they want? They want service that's efficient and painless, requiring minimum effort on their part; in other words, customer service made easy. This video training program will help you deliver just that.

"Customer Service: Make It Easy!" reinforces 4 essential customer service concepts: Acknowledge, Observe, Listen and Act. First, you'll see how frustrating it is for customers when these concepts are forgotten. Then you'll see how to make the customer's experience easier.

Throughout the program, you are asked to consider, "Am I making it easier--or harder--for my customers?" If you consistently use the concepts demonstrated in the video, you **will** make it easier. And that, more than anything else, builds customer loyalty.

HOW TO USE THIS PROGRAM

Before beginning any training, take time to read through the entire guide. If you are planning a training session, take special note of the "Preparing" section. The "Planning Considerations" and "Suggested Group Training" sections will help you determine your session's agenda. All worksheets contained within the guide can be used for both groups and individuals.

There is a PDF version of the leader's guide stored on the enclosed CD-ROM (also available for download at the accesstrainingmedia.com website). The leader's guide contains all the participant worksheets. Also included is a separate PDF file with the Participant Workbook (which includes all participant worksheets and "take-away" copies of the slides). Use this file to print out copies of the entire Participant Workbook or individual worksheets as needed.

The slides, located at the end of this guide, may be presented in a number of ways:

- ▶ Laptop / PowerPoint Projection
- ▶ TV Monitor
- ▶ Flip Charts
- ▶ Handouts

You can use the DVD to present the slides onto your monitor by selecting the "Slides" button on the DVD's main menu. Another option is to use the PowerPoint file on the enclosed CD-ROM and display the slides using your laptop attached to a video projector. The PowerPoint file may be edited as needed; for example, you could add a logo and/or content specific to your organization's objectives. You could also add, rearrange or delete slides. (You will need to copy the PowerPoint file to your computer in order to edit.)

Organizations that have purchased "Customer Service: Make It Easy" training program have permission to copy and edit the enclosed PowerPoint file and/or the leader's guide worksheets for use with the video. However, it is illegal to duplicate any part of the video, in any format, without written authorization. Streaming rights, E-Learning rights and other duplication rights are available, but must be licensed prior to use. Contact your distributor to obtain these rights.

Finally, the DVD can be played as one continuous program, or you may use the scene selection menu to play the video in segments, depending on your training needs. The scene menu identifies the "Wrong Way" and "Right Way" scenarios for each of the chapters, which may be called up and presented as needed.

KEY TRAINING POINTS

Customers want service that is efficient and painless, requiring minimum effort on their part.

4 concepts to Make Customer Service Easy:

1. **Acknowledge**
 - Make customers your first priority
 - Recognize them before they have to find you
 - Avoid distractions and keep your focus on the customer

2. **Observe**
 - Notice customers' words **and** demeanor
 - Use mirroring to respond appropriately
 - Communicate in language appropriate to your customer

3. **Listen**
 - Listen the first time
 - Paraphrase the customer's message
 - Prioritize comprehension over speed
 - Hear them out without interrupting
 - Ask targeted questions to keep conversation on track

4. **Act**
 - Don't give up; work to solve all problems
 - Be creative in finding solutions
 - Offer viable choices and let the customer decide

To be effective, these concepts must be used **together, consistently**.

TRAINING APPLICATIONS

This program can be used as a self-contained **customer service training**—or part of an organization's larger customer service training program. The leader's guide and accompanying video have been designed to work equally well for a group training session or self-study. This program is also available for streaming or as an E-Learning course; however, a separate license must be obtained for those kinds of applications. This program is ideal training for customer service personnel at all levels, including:

▶ **Customer Service Providers**

▶ **Supervisors**

PLANNING CONSIDERATIONS

- 1. Know Your Audience**
Understand the training needs of your audience and target your training accordingly.
- 2. Determine Objectives**
Determine the objectives of your training session, considering your audience and their needs.
- 3. View Video**
Watch the program. Determine how to apply the program's concepts to your organization.
- 4. Prepare Environment**
Reserve a comfortable room with easy access for viewing the video and for small and large group discussions.
- 5. Prepare Materials**
Use the Training Leader's Checklist to organize your training location and any needed support materials. Print or email all participant worksheets.
- 6. Check All Presentation Equipment**
Test all audio and visual equipment **well before** the training session begins. At the beginning of the session, make sure everyone can see and hear the presentation.
- 7. Send Out Invitations to Participants**
A sample email announcement is provided for your use. (Page 6)

TRAINING LEADER'S CHECKLIST

- 1. Reserve an appropriate location with:**
 Comfortable seating Easy viewing of visuals
 Quiet environment Adequate writing surface for participants
 Good lighting & acoustics Accommodations for participants with disabilities
- 2. Make sure all equipment is working by:**
 Playing the video prior to training session - ensure the player, monitor and sound are functional
 Testing projection equipment, laptop computer and any additional devices
- 3. Organize and prepare all materials, including:**
 Training leader's guide PowerPoint slides or other presentation media
 Note pads, pens Worksheets & handouts printed for participants
- 4. Any additional materials (list below):**

SUGGESTED GROUP TRAINING SESSION

For 2.5 hour live training session:

Activity	Time	Page
“Customer Service: Make It Easy” - Welcome & Discussion Worksheet #1: “Am I Making It Easier or Harder...?”	20 minutes	7 16
“True or False” - Exercise & Discussion Worksheet #2: “True or False”	30 minutes	8-9 17-18
Video Presentation, Exercise & Discussion Worksheet #3: “Video Review Questions”	40 minutes	10-11 19-20
Break	10 minutes	—
“Making It Easy” - Exercise & Discussion Worksheet #4: “Making It Easy”	20 minutes	12 21
“Action Plan” - Exercise & Discussion Worksheet #5: “Action Plan”	20 minutes	13 22-23
Conclusion / Session Feedback Worksheet #6: “Session Feedback Form”	10 minutes	14 24

(Note: These times are approximate and may vary depending upon the size and responsiveness of your audience.)

SAMPLE EMAIL ANNOUNCEMENT

Below is a sample email you can customize to fit your needs; then send to participants to announce your upcoming training.

Date: (Insert Date)

To: (Participant's Name)

From: (Trainer's Name)

Re: "Customer Service: Make It Easy!" training program

"Am I making it easier or harder for my customers?"

You are invited to attend a training workshop on making service easier for our customers.

Why is this important? It seems that many customers these days are not happy with the service they're receiving. Often they're angry, frustrated and headed for the door. So what do they want? They want service that is easy and efficient, requiring minimum effort on their part.

This video training program will help you deliver what they want: easy customer service. The program illustrates 4 essential customer service concepts: Acknowledge, Observe, Listen and Act. The video illustrates how frustrating it is for customers when these concepts are forgotten. It then provides real world examples of how to employ these concepts effectively.

Please mark your calendars so you can attend this important training session.

Thank you!

“CUSTOMER SERVICE: MAKE IT EASY” - WELCOME & DISCUSSION

- Time Required:** ▶ 20 minutes
- Materials Needed:**
- ▶ Slide #1: “Customer Service: Make It Easy!” - Page 26
 - ▶ Slide #2: “Being a customer shouldn’t be work” - Page 27
 - ▶ Worksheet #1: “Am I making it easier or harder...” - Page 16 (Page 3 in Participant Workbook)

Reveal Slide #1:

“Customer Service: Make It Easy!”

Welcome:

Introduce yourself and welcome participants. If appropriate, ask participants to introduce themselves and describe their job responsibilities and work group.

Read or Paraphrase:

Have a look at the next slide and think about what it means.

Reveal Slide #2:

“Being a customer shouldn’t be work”

Read or Paraphrase:

What is the biggest customer complaint--the one that causes them to head for the door? It's that it just takes too much effort to get anything done. In fact, studies have shown that most customers will stay with organizations that simply deliver easy, efficient service--with minimum effort required. That, more than anything else, builds customer loyalty.

So how exactly do you make it easy for customers? This video training program will demonstrate 4 essential concepts for making customer service easy: Acknowledge, Observe, Listen, and Act. Most of you know these concepts, but in the midst of a busy workday, they're easy to forget. The power is in using them together, consistently. Today's program will provide real world examples of these concepts that you can apply to your specific job, making work easier and more satisfying for you **and** your customer.

Hand out (or refer to) Worksheet #1 and Read or Paraphrase:

The question the worksheet is asking you to consider is, “Am I making it easier or harder for my customers?” In Part 1, you'll be describing a situation in which you or another customer service provider made it harder for the customer to get their problem solved. In Part 2, you'll be describing how the situation could have been made easier and more satisfying for the customer.

Large Group Discussion:

Once participants have completed the worksheet, ask for a few volunteers to read the situations described on Part 1 of their worksheets. Solicit comments from the larger group, focusing on how the service provider could have made it easier for the customer. If time allows, have all participants present their situations. Conclude the discussion by saying that the video they will be watching will demonstrate what they can do, in a variety of situations, to **make customer service easy**.

“TRUE OR FALSE” - EXERCISE & DISCUSSION

Time Required: ▶ 30 minutes

Materials Needed: ▶ Worksheet: #2: “True or False” - Pages 17-18
(Pages 4 - 5 in Participant Workbook)

Hand Out (or refer to) Worksheet #2 and Explain:

On your own, please circle **TRUE** or **FALSE** for the following questions on this worksheet. After each question, write a brief explanation for your answer. In about 15 minutes, you'll split up into small groups and discuss your answers. The issues raised on this worksheet will be examined further in the video we will be watching.

Large Group Discussion:

Time permitting; you may use the answers below as a basis to lead a large group discussion.

1. The only way to keep customers coming back is to provide amazing, over the top service.
(Answer: FALSE)

EXPLANATION: Customers may return because of amazing service, but they will **always** leave companies because of poor service. The best way to retain customers is to provide easy, efficient service that doesn't require customers to work.

2. Customers understand that finishing your work sometimes takes priority over helping them.
(Answer: FALSE)

EXPLANATION: Customers are not thinking about the service provider's work load. Their concern is to have their problem solved quickly.

3. Being upbeat with a quiet, subdued customer can be annoying.
(Answer: TRUE)

EXPLANATION: You need to notice a customer's demeanor in order to respond in a way that's appropriate and helpful.

4. It's okay to allow customers with a problem to vent a little.
(Answer: TRUE)

EXPLANATION: Sometimes customers need to express their frustration, which allows them to feel listened to and understood.

(more)

(cont'd)

5. If a customer has a technical question, but no technical skill, you need to “dumb it down” for them.

(Answer: FALSE)

EXPLANATION: It's never a good idea to talk down to a customer, but you should adjust your language to their level of knowledge.

6. When a customer comes to you with a problem, what's most important is how quickly you respond.

(Answer: FALSE)

EXPLANATION: Speed can get in the way of comprehension. It's most important to fully understand a problem before you begin to solve it.

7. Saying “I'm sorry, there's nothing I can do” is never a good response.

(Answer: TRUE)

EXPLANATION: That's the last thing a customer wants to hear. You need to make an effort to solve their problem, even if it's a compromise.

8. Good customer service means giving customers exactly what they want.

(Answer: FALSE)

EXPLANATION: In some situations, you can't give “exactly” what they want. When this happens, you should do your best to find an acceptable alternative.

VIDEO PRESENTATION, EXERCISE & DISCUSSION

Time Required: ▶ 40 minutes

Materials Needed: ▶ Video Playback Device: “Customer Service: Make It Easy!” (18 minutes)
▶ Worksheet: #3: “Video Review Questions” - Pages 19-20 (Pages 6 - 7 in Participant Workbook)

Read or Paraphrase Video Introduction:

The video “Customer Service: Make It Easy!” illustrates how to make the service experience easier for customers. As you watch, think about how the problems and solutions could be applied to your specific work situation.

Present the Video:

“Customer Service: Make It Easy!” (18 minutes) Please note the video program can be played as one continuous program or paused between segments, as appropriate for your session. (Note: the DVD version has a scene selection menu which allows you to play one segment at a time.)

Hand out (or refer to) Worksheet #3 “Video Review Questions”:

After viewing the video, pass out Worksheet #3 and allow time for participants to complete the worksheet. Remind participants that all the questions refer to the video they just watched.

Large Group Discussion:

The questions, with the correct answers in bold, may be used as a basis for a discussion with the large group. You may conclude the discussion by asking if there are any additional questions or comments.

1. Which of the following expresses the **main** message of the video?
 - A. Making customer service easy means less work for the service provider
 - B. Some customers are easier to deal with than others
 - C. Customers return to organizations which provide easy, efficient service**
 - D. Not every customer can be satisfied
2. If a customer seems to **not** want your help, you should
 - A. Ignore them
 - B. Let them know you’re available**
 - C. Ask them targeted questions
 - D. Check your social media
3. When legitimate work issues come up and a customer approaches
 - A. Interrupt your work and acknowledge the customer**
 - B. Quickly finish what you’re doing; then acknowledge the customer
 - C. Point them towards another employee
 - D. Tell them you’re busy and they’ll need to wait a minute

(more)

(cont'd)

4. The restaurant customer who asks for somewhere quiet, is at first annoyed because the hostess
 - A. Offers a table next to the kitchen
 - B. Ignores his request and his demeanor**
 - C. Is gossiping with a waitress
 - D. Is too quiet and subdued

5. When the tech support person asks a caller which “firmware” she is using, what mistake is he making?
 - A. Talking down to the customer
 - B. Comes off as being rude
 - C. Not offering viable options
 - D. Failing to use language appropriate for the customer**

6. How does the tech support person make it easier for the woman to fix her remote?
 - A. By giving a detailed explanation of “firmware”
 - B. He suggests that her tech-savvy son-in-law should call back for assistance
 - C. He avoids industry jargon and asks questions using practical language**
 - D. He transfers her to a manager for additional help

7. What mistake does the sandwich shop employee make when he asks, “You said chicken, right?”
 - A. He is making a little joke about the customer’s choice
 - B. Not listening to the customer**
 - C. Failing to follow the company script
 - D. Being overly friendly

8. What does the bank associate do that is **so** frustrating to the caller whose checks were stolen?
 - A. Keeps her on hold for too long
 - B. Fails to express empathy
 - C. Tells her the computer is down and she’ll have to call back
 - D. Transfers the call before he fully understands her problem**

9. The associate in the cell phone store was able to solve the customer’s problem by
 - A. Exploring the problem instead of just giving up**
 - B. Providing him with a new, replacement phone
 - C. Finding someone in tech support who could help
 - D. Checking the internet for a solution

10. The hotel clerk finds an acceptable solution for the upset guest when he
 - A. Finds him a reservation at a nearby hotel
 - B. Offers him a coupon for his next visit
 - C. Offers two viable options the customer can choose from**
 - D. Upgrades his room to a suite

“MAKING IT EASY” - EXERCISE & DISCUSSION

- Time Required:** ▶ 20 minutes
- Materials Needed:** ▶ Slide #3 “Making It Easy” - (Page 28)
▶ Worksheet: #4: “Making It Easy” - Page 21
(Page 8 in Participant Workbook)

Reveal Slide #3 “Making It Easy”:

Acknowledge: Your customers are getting the attention they deserve.

Observe: You’re responding appropriately to customer’s demeanor and level of knowledge.

Listen: You’re being a good listener.

Act: You’re making the extra effort to solve difficult problems.

Hand Out (or refer to) Worksheet #4: “Making It Easy” and Explain:

This slide lists the four main concepts of the video you just viewed. On worksheet #4, use one or more of these concepts to describe a positive customer service experience. Think of a situation where you (or another customer service provider) made it easy for a customer to get their problem solved. (You may describe a situation in which you were the customer.) Your examples don’t need to be earth-shattering--just situations where a person, who may have been dreading a difficult encounter, becomes a satisfied customer.

Large Group Discussion:

Ask for volunteers to read their stories. Allow for questions or comments from other participants. You may expand the discussion by asking participants what they’ve learned from others’ examples that they can use in their jobs.

“ACTION PLAN” - EXERCISE & DISCUSSION

Time Required: ▶ 20 minutes

Materials Needed: ▶ Slide #4: “Key Training Points” - (Page 29)
▶ Worksheet: #5: “Action Plan” - Page 22-23
(Page 9-10 in Participant Workbook)

Reveal Slide #4: “Key Training Points”

Customers want service that is efficient and painless, requiring minimum effort on their part.

4 Concepts to Make Customer Service Easy:

1. **Acknowledge**
 - Make customers your first priority
 - Recognize them before they have to find you
 - Avoid distractions and keep your focus on the customer
2. **Observe**
 - Notice customers’ words **and** demeanor
 - Use mirroring to respond appropriately
 - Communicate in language appropriate to your customer
3. **Listen**
 - Listen the first time
 - Paraphrase the customer’s message
 - Prioritize comprehension over speed
 - Hear them out without interrupting
 - Ask targeted questions to keep conversation on track
4. **Act**
 - Don’t give up; work to solve all problems
 - Be creative in finding solutions
 - Offer viable choices and let the customer decide

To be effective, these concepts must be used **together, consistently**.

Hand Out Worksheet #5 and Explain:

This worksheet lists the key concepts from the video, along with the training points. From the 4 concepts listed in bold, choose 2 you would most like to work on and implement. For each concept, briefly describe how you would apply it in your work situation.

Large Group Discussion:

After everyone has completed the worksheet, ask for volunteers to share their answers. You may ask which actions might be the most difficult for them to implement and why.

CONCLUSION / SESSION FEEDBACK

Time Required: ▶ 10 minutes

Materials Needed

- ▶ Slide #5 (Page 30)
- ▶ Worksheet: #6: Session Feedback Form - Page 24 (Page 11 in Participant Workbook)

Reveal Slide #5 and Read:

"Am I making it easier or harder for my customers?" Suggest that participants keep this question in mind whenever they provide customer service.

Hand Out Worksheet #6 and Conclusion:

Ask participants for any final questions or comments. Thank your group for their participation, hand out Session Feedback forms, and ask participants to complete them before leaving.

PARTICIPANT WORKSHEETS

(For use in live training sessions or self study)

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WORKSHEET #1: "AM I MAKING IT EASIER OR HARDER..."

Instructions Part 1: Think of a situation where you (or another customer service provider) made it harder for the customer to get their problem solved. Describe specifically what you or the service provider did to frustrate or anger the customer.

Instructions Part 2: Briefly describe how you (or the service provider) could have better handled the situation.

WORKSHEET #2: "TRUE OR FALSE"

Instructions: Please circle **TRUE** or **FALSE** for the following questions on this worksheet. After each question, write a brief explanation for your answer. In about 15 minutes, you'll split up into small groups and discuss your answers. The issues raised on this worksheet will be examined further in the video we will be watching.

1. TRUE or FALSE:

The only way to keep customers coming back is to provide amazing, over the top service.

Explanation: _____

2. TRUE or FALSE:

Customers understand that finishing your work sometimes takes priority over helping them.

Explanation: _____

3. TRUE or FALSE:

Being upbeat with a quiet, subdued customer can be annoying.

Explanation: _____

4. TRUE or FALSE:

It's okay to allow customers with a problem to vent a little.

Explanation: _____

(more)

(cont'd)

5. TRUE or FALSE:

If a customer has a technical question, but no technical skill, you need to “dumb it down” for them.

Explanation: _____

6. TRUE or FALSE:

When a customer comes to you with a problem, what’s most important is how quickly you respond.

Explanation: _____

7. TRUE or FALSE:

Saying “I’m sorry, there’s nothing I can do” is never a good response.

Explanation: _____

8. TRUE or FALSE:

Good customer service means giving customers exactly what they want.

Explanation: _____

WORKSHEET #3: "VIDEO REVIEW QUESTIONS"

Instructions: Please **circle the best** answer for each of the following questions, based on the video you just watched. You may be asked to share your answers with the large group.

- Which of the following expresses the **main** message of the video?
 - Making customer service easy means less work for the service provider
 - Some customers are easier to deal with than others
 - Customers return to organizations which provide easy, efficient service
 - Not every customer can be satisfied
- If a customer seems to **not** want your help, you should
 - Ignore them
 - Let them know you're available
 - Ask them targeted questions
 - Check your social media
- When legitimate work issues come up and a customer approaches
 - Interrupt your work and acknowledge the customer
 - Quickly finish what you're doing; then acknowledge the customer
 - Point them towards another employee
 - Tell them you're busy and they'll need to wait a minute
- The restaurant customer who asks for somewhere quiet, is at first annoyed because the hostess
 - Offers a table next to the kitchen
 - Ignores his request and his demeanor
 - Is gossiping with a waitress
 - Is too quiet and subdued
- When the tech support person asks a caller which "firmware" she is using, what mistake is he making?
 - Talking down to the customer
 - Comes off as being rude
 - Not offering viable options
 - Failing to use language appropriate for the customer
- How does the tech support person make it easier for the woman to fix her remote?
 - By giving a detailed explanation of "firmware"
 - He suggests that her tech-savvy son-in-law should call back for assistance
 - He avoids industry jargon and asks questions using practical language
 - He transfers her to a manager for additional help
- What mistake does the sandwich shop employee make when he asks, "You said chicken, right?"
 - He is making a little joke about the customer's choice
 - Not listening to the customer
 - Failing to follow the company script
 - Being overly friendly
- What does the bank associate do that is **so** frustrating to the caller whose checks were stolen?
 - Keeps her on hold for too long
 - Fails to express empathy
 - Tells her the computer is down and she'll have to call back
 - Transfers the call before he fully understands her problem

(more)

(cont'd)

9. The associate in the cell phone store was able to solve the customer's problem by
 - A. Exploring the problem instead of just giving up
 - B. Providing him with a new, replacement phone
 - C. Finding someone in tech support who could help
 - D. Checking the internet for a solution

10. The hotel clerk finds an acceptable solution for the upset guest when he
 - A. Finds him a reservation at a nearby hotel
 - B. Offers him a coupon for his next visit
 - C. Offers two viable options the customer can choose from
 - D. Upgrades his room to a suite

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WORKSHEET #4: "MAKING IT EASY"

Instructions: Describe a positive experience, where you (or another customer service provider) made it easy for a customer to get their problem solved. (You may describe a situation in which you were the customer.) Your description should include one or more of the concepts listed below. The examples don't need to be earth-shattering--just situations where a person, who may have been dreading a difficult encounter, becomes a satisfied customer.

Acknowledge: Your customers are getting the attention they deserve.

Observe: You're responding appropriately to customer's demeanor and level of knowledge.

Listen: You're being a good listener.

Act: You're making the extra effort to solve difficult problems.

Describe the situation in detail, explaining the customer's issue and specifically what the service provider did to solve the problem and satisfy the customer.

Key Training Points

Customers want service that is efficient and painless, requiring minimum effort on their part.

4 Concepts to Make Customer Service Easy:

1. Acknowledge

- Make customers your first priority
- Recognize them before they have to find you
- Avoid distractions and keep your focus on the customer

2. Observe

- Notice customers' words **and** demeanor
- Use mirroring to respond appropriately
- Communicate in language appropriate to your customer

3. Listen

- Listen the first time
- Paraphrase the customer's message
- Prioritize comprehension over speed
- Hear them out without interrupting
- Ask targeted questions to keep conversation on track

4. Act

- Don't give up; work to solve all problems
- Be creative in finding solutions
- Offer viable choices and let the customer decide

To be effective, these concepts must be used **together, consistently**.

Instructions: From the 4 major concepts listed above in **bold**, choose 2 you would most like to work on and implement. For each concept, briefly describe how you would apply it in your work situation:

1. CONCEPT: _____

APPLICATION: _____

2. CONCEPT: _____

APPLICATION: _____

(more)

(cont'd)

What obstacles may prevent you from improving on the concepts you've listed? How can you overcome those obstacles?

By implementing these concepts, what benefits do you see for you and your customers?

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WORKSHEET #6: SESSION FEEDBACK FORM

Instructions:

Please circle the number that best describes your evaluation of the training session:

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
This program clearly demonstrated that customers want easy, efficient service.	5	4	3	2	1
This program clearly demonstrated how providers can make service easier for their customers.	5	4	3	2	1
I discovered areas where I need to improve my skills.	5	4	3	2	1
This program provided practical information I can use in my work situation.	5	4	3	2	1

The best part of the program was:

The program could be improved by:

Additional comments:

SLIDE LAYOUT SECTION

The following pages contain slides that can be accessed and displayed in the following ways:

▶ Laptop / PowerPoint Projection ▶ Video/TV Monitor ▶ Flip Charts ▶ Handouts

A PowerPoint presentation with these slides can also be found on the "support" CD-ROM. Another option is to display the slides from the DVD. Look for the "Slides" button located on the main menu screen of the DVD. You will be able to show the slides directly to your monitor (before or after playing the video).

**“Being a customer
shouldn't be work”**



MAKING IT EASY

Acknowledge:

Your customers are getting the attention they deserve.

Observe:

You're responding appropriately to customer's demeanor and level of knowledge.

Listen:

You're being a good listener.

Act:

You're making the extra effort to solve difficult problems.

KEY TRAINING POINTS:

Customers want service that is efficient and painless, requiring minimum effort on their part.

4 Concepts to Make Customer Service Easy:

1. Acknowledge

- Make customers your first priority
- Recognize them before they have to find you
- Avoid distractions and keep your focus on the customer

2. Observe

- Notice customers' words **and** demeanor
- Use mirroring to respond appropriately
- Communicate in language appropriate to your customer

3. Listen

- Listen the first time
- Paraphrase the customer's message
- Prioritize comprehension over speed
- Hear them out without interrupting
- Ask targeted questions to keep conversation on track

4. Act

- Don't give up; work to solve all problems
- Be creative in finding solutions
- Offer viable choices and let the customer decide

To be effective, these concepts must be used **together**, **consistently**.

"Am I making it easier or harder for my customers?"

For more information...

...about Performance Resources' award-winning videos, trainer packs, toolkits, and streaming, please call:

1-800-263-3399 or visit us at
www.owenstewart.com



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