CUSTOMER SERVICE
AND
PROFESSIONAL ETIQUETTE
BY
John Dalton
Optimum RTS

Overview / Learning Objectives

1. DEFINE WHO THE CLIENT IS
2. UNDERSTANDING KEY INTERPERSONAL FACTORS THAT WILL AFFECT AN INTERACTION
4. THE FIRST IMPRESSION
5. ACTIVE LISTENING
6. CONFLICT RESOLUTION
7. FOLLOW-THROUGH
What does customer service mean to you?

An interaction by an individual representing an entity with another individual or group

So, who is the client?

1. A person who requires services that your organization provides.

A. Typically, your organization is not the only choice

B. Not every customer receives your product or service directly

C. Customer service not only flows outward to the community, but also needs to flow inward toward your staff and co-workers.

D. Honestly, it is just being polite, courteous, and helpful.
Understanding unrelated factors that may impact a client interaction is key to a successful interaction.

1. IF YOU HAVE EVER HEARD "IT'S NOT ABOUT YOU," THEN YOU KNOW "IT'S NOT ABOUT YOU."

2. EMPATHY IS THE FIRST STEP TO EXTRAORDINARY CUSTOMER SERVICE

3. DON'T BECOME THE TARGET OF SOMEONE ELSE'S PROBLEM

First impressions set the tone for the rest of the interaction.

1. THE FIRST IMPRESSION YOU GIVE WILL SET THE TONE FOR THE CLIENT AS TO HOW YOU MAY RESOLVE THEIR PROBLEM

2. YOUR FIRST IMPRESSION OF THE CLIENT SHOULD CLUE YOU IN TO THOSE UNRELATED FACTORS WE JUST DISCUSSED.

3. USE THIS FIRST IMPRESSION FROM YOUR CLIENT AS THE BAROMETER FOR THE TONE YOU SHOULD TAKE.

4. THE BEST WAY TO REINFORCE THE FIRST IMPRESSION YOU HAVE MADE IS TO ASK QUESTIONS OF THE CLIENT AND GET THEM TALKING.
Active listening:

1. Communication is a group sport. No one person is responsible for the entirety of the communication that occurs between the participants in that communication.

2. If you are being communicated to, you should repeat the gist of what you have heard to make sure that the communication was clear.

3. If you are the one speaking, you should ask for confirmation that the message you were trying to convey was understood.

4. If the message was not heard correctly, asking for clarification is required. This clarification should be done with care as to not seem annoyed.

Conflict resolution:

1) There is no one clear way to resolve conflict but there is a key component.

   A. Listening!

      1. If you don't know why a person is being confrontational you can't solve the problem

   B. Once you understand the problem try to get an understanding of how your client would like to see the issue resolved.

      1. Many times this will end the conflict as the aggressive person will have no answer for this question.
Conflict resolution:

C. Sympathize with the client.
   I. This does not mean take blame, but you can show that you understand why they would be upset.
   II. While sympathizing with the client you can also reiterate what the problem is and the satisfactory resolution.

D. When you hit the wall and the conflict can not be resolved, pass the client off to the next person. Prior to doing this, it is advisable that you give a full detailed description of the conversation, so your already upset client does not need to repeat themselves.

Follow-through

1) THIS IS WHAT WILL BE REMEMBERED EVEN AFTER THE PROBLEM HAS OCCURRED.

2) IT'S HARD TO TALK BAD ABOUT A COMPANY WHEN THEY STAYED TRUE TO THEIR WORD AND PROVIDED WHAT WAS PROMISED.
Questions?

Optimum Recruiting
Training
Staffing

PALM BEACHES PREMIER EMPLOYMENT AGENCY!