

Keep Them Coming Back

A Customer Service Handbook



A clear guide to delivering a memorable, professional experience for your customer.



Acknowledgements

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St. Thomas

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First Impressions Matter



Greeting

Your greeting should be immediate, welcoming and friendly. Make sure it demonstrates a genuine interest in meeting your customer's needs.

Appearance

Your cleanliness, grooming, clothing/uniform and name tags are unspoken communicators... make sure they send a positive message to your customer.

Posture

Positive body language and a warm, engaging smile builds your customers' confidence; it lets them know they made the right decision in choosing your business, to find the solution for their needs.

“It takes 4 to 5 seconds for a customer to form a first impression. It takes 3 positive contacts to reverse a poor one.”

Setting the Standard



The 3P's of Great Customer Service

Proud

A warm, friendly greeting to welcome your customer.

Professional

Your smile, attitude and positive body language communicates professionalism and builds customer confidence.

Proficient

Use **active listening** and your product knowledge to identify what the customer is looking for. Pay attention. Clarify what the customer is saying. Help in any way you can, regardless of whether or not it is part of your job.



“Rethink your role of customer service as one of customer helping... it will give you a better sense of it’s value.”

Talking with your Customer: The Do's



Active Listening

What does it mean?

- › **Listen** attentively to what your customer needs.
- › **Answer** by reframing the need statement back to the customer. When possible, say it in the form of a benefit:
“So, as I understand it, you want to be sure your vehicle is safe to take for this long trip.”
- › **Use** open, positive body language.

- › **Make** and keep eye contact throughout the conversation. Don't be distracted or permit any interruptions.

Remember to:

1. **Greet** the customer. (by name, when possible)
2. **Listen** to the customer.
3. **Understand** what the customer is saying.
3. **Act** by providing clear, accurate information.
5. **Perform** your job in a positive, professional manner.
6. **Thank** the customer, always.



“The words you use, the tone, cadence, speed, pitch and body language all work together to send a message to your customer.”

Talking with your Customer: The Don'ts



- › Never suggest for your customer to call back tomorrow because the computer is down (or for any other reason). Instead, offer to take their contact information so you can get back to them promptly when you can provide the answer.



What to Avoid:

- › Don't say "But..." Instead say "Yes..." and provide an appropriate explanation that is not simply an excuse.
- › Don't use the phrase "I don't know". Instead say "I'm not sure, let me check with my colleague; come with me and we'll find what you need."
- › Never interrupt your customer or try to finish their sentences.
- › Don't say "It's not our policy." Instead, go with "I am unable to provide that for you."
- › Avoid the phrase, "We don't carry that item anymore". Use, "We don't have that item anymore; let's see if we have a similar product".
- › Never say "It's not my job." Instead use "Let's see what I can do to help."

"Revolve your world around the customer and more customers will revolve around you."

Types of Communication



- › **Appearance and Grooming** to demonstrate personal and organizational professionalism.
- › **Respect** their personal space.

Verbal

- › **Know** the language and the product.
- › **Organize** your thoughts.
- › **Speak clearly**, concisely and know when to stop and listen.
- › **Avoid** the use of slang, acronyms or industry jargon.

Vocal

- › **Tone:** Always show enthusiasm and match it to a tone that is appropriate for the setting.
- › **Volume:** Loud enough to be clearly heard, but not overbearing.

- › **Cadence & Pitch:** Using an engaging speech pattern demonstrates interest in the customer's need and confidence in your abilities.
- › **Speed:** Speaking slow enough to be easily understood, yet quick enough that the customer stays engaged.

Visual and Non-Verbal

- › **Body language** that includes facial expressions, eye contact and a body position that shows genuine interest in helping the customer.



“No matter what the product, customer service is what any business or organization delivers to achieve a measurement of customer satisfaction.”

Dealing with an Irate Customer

Customers who complain should be appreciated and thanked; they are giving you an opportunity to make changes and improve.



Use these L.E.A.R.N. techniques

LISTEN

Always ask open-ended questions, confirm your understanding of the problem, refrain from defensive behaviours and maintain an open posture.

EMPATHY

Let the customer know: “I understand that you are really upset.”

APOLOGIZE

“I am very sorry this happened.” Keep it short and don’t give excuses.

RESPOND

Acknowledge the customer’s concerns, identify and investigate possible solutions.

NOW

Begin immediate action on solutions, do the work and follow up with the customer.

Customer service is not a department, it’s everyone’s shared responsibility.



“More than anything else, all businesses, all organizations are defined by the level of customer service they provide.”

Cell Phone Use on the Job

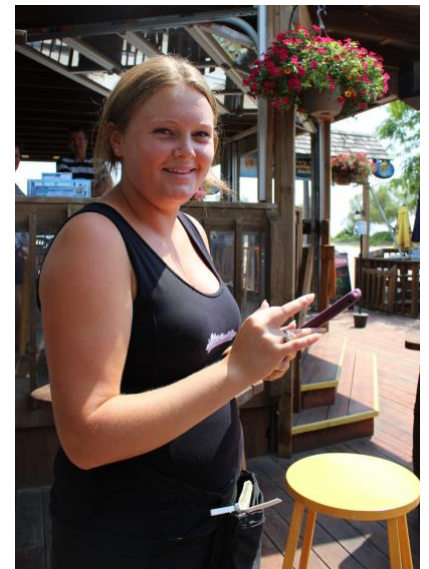


Cell Phone Rules for Good Customer Service

On the job, proper cell phone etiquette is a must. Here are some important rules to remember.

1. Know when to turn the device off or to silent mode.
2. For most situations, it should be “off” during work hours, and most most importantly, when dealing with customers.
3. Do not text during work hours.
4. Use silent mode when in public places where it is possible to take a call, but the ringing would disturb others.
5. Remove yourself if your conversation is to take place in an area where it could be distracting to others.
6. Lower your ringtone.

Always remember that a customer has the right to expect your complete and undivided attention.



“The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing.”

Customer Service Review



1. What are the three P's of customer service?

2. What are the cues that form a first impression?

3. What are the three types of communication?

4. What is the acronym for dealing with an irate customer?

5. What mode should your cell phone be on at work?



“Your customer doesn’t care how much you know until they know how much you care.”

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