

Community Services Employee Certification Program

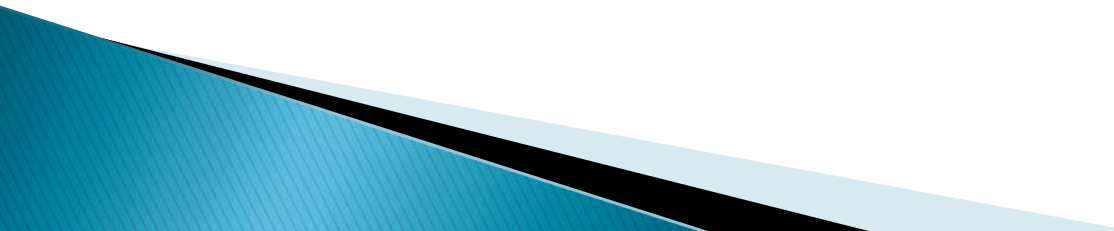


INTRODUCTION

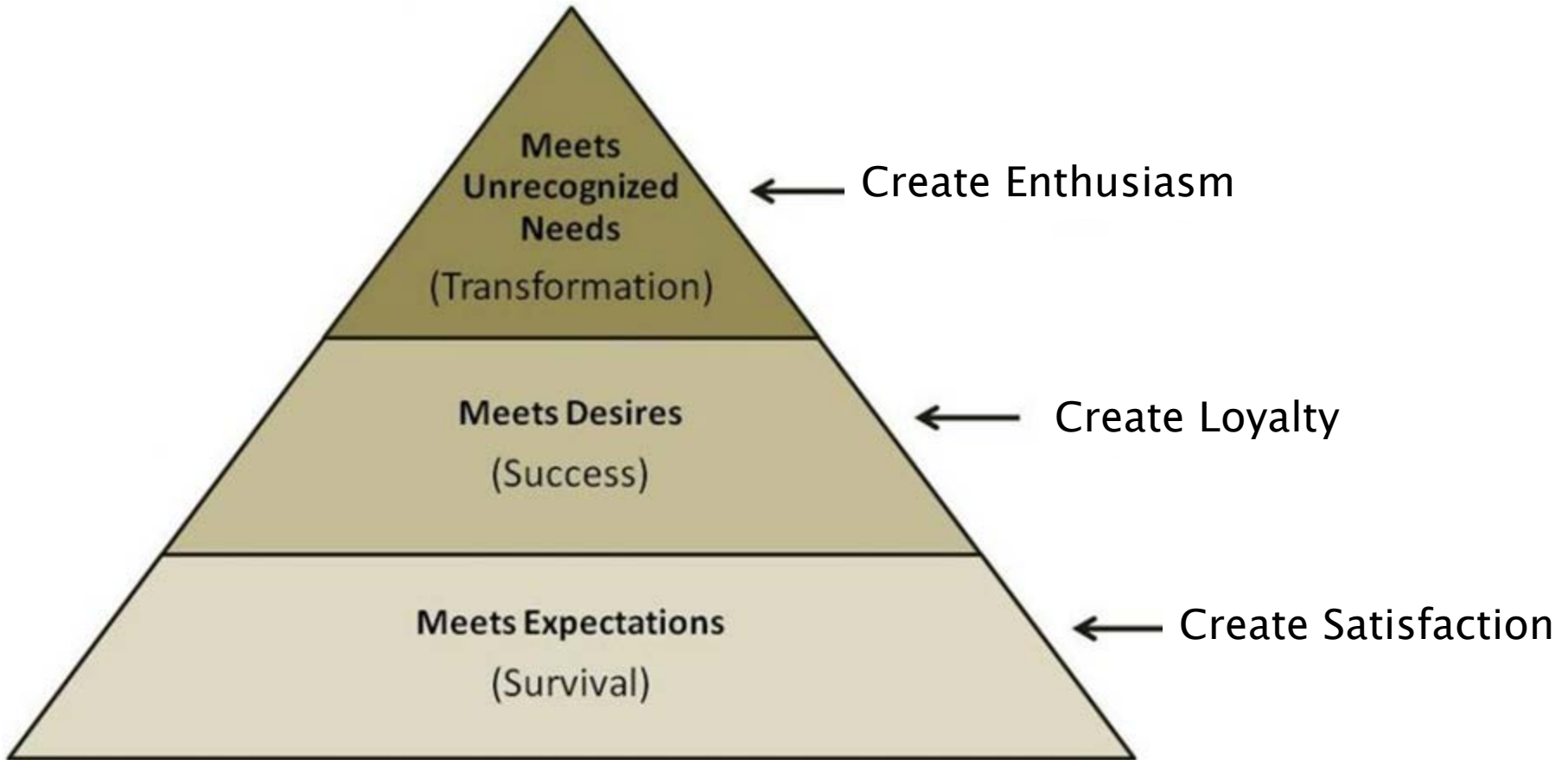
- ▶ Anyone who works generally has to deal with customers, and so we should take care of them.
- ▶ Why? Because customers pay our salary – without customers we have no job, always remember that!



WHAT IS CUSTOMER RELATIONS?

- Delivering a service to the customer in a timely and cost effective manner
 - Making sure the customer is happy with the service provided
 - The customer is happy with the way the service was delivered
 - This is a 'win-win' situation, for both the customer and us
 - Good 'customer relations' means our work life is easier and the customer's life is better
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The Customer Relations Pyramid



What do customers want?

- ▶ To be listened to
- ▶ They want to be treated in a special way
- ▶ They want you to anticipate their needs



What do customers want?

- ▶ They want to be treated in a special way – make sure you provide the service they want, not what you think they want.



What do customers want?

- ▶ To be listened to– don't assume you know what they want; one size or one solution does not 'fit all'



What do customers want?

They want you to anticipate their needs – learn what your regular customer's wants and needs are and write them down so you remember.



First Impressions

- ▶ **First Impressions count**– always create a positive first impression. Creating a positive first impressions is not difficult – you just need to know the proper techniques.
 - Face to face skills
 - Speaking skills
 - Telephone skills
 - A positive attitude
 - Changing your habits



Customer Focus

- ▶ Stay focused on customers. Workers who don't care about customers, don't care about their own job
- ▶ Who is responsible for the customers – everyone is! If you can't help the customer, call a colleague who can
- ▶ Share information with your colleagues – If you know something customers like, share it
- ▶ Add value to service – do everything you can to improve the quality of service you provide



Customer Safety



- ▶ Safety is equal to service – never put customer's safety at risk
- ▶ Never do something that may cause injury to a customer or damage the customer's property
- ▶ Sometimes you need to keep the customer safe by explaining why they need to beware of a hazard in the area.
- ▶ Your customer's safety should always be your top priority.

Communication

- ▶ Communicate and interact with customers using two-way communication where you both tell your wishes and give feedback
- ▶ Good communication means good customer relations – without good communication there, eventually, will be no customers.



Customer Care

- ▶ All jobs have the things we 'should do' and the things we must 'never do,' for customer care we can translate this into things we 'don't say' and things we 'should say'
- ▶ Put yourself in the customer's position, imagine what you would not like to hear from someone providing you with a service, and remember what you should say when speaking to your customers



| DON'T SAY | DO SAY |
|-------------------------------------|--------|
| I don't know... | |
| No, I can't do that | |
| That is not my job! | |
| You are right, it is terrible | |
| That is not my fault... | |
| You need to talk with my supervisor | |
| You want it by WHEN? | |
| I am busy at the moment | |

| DON'T SAY | DO SAY |
|-------------------------------------|---|
| I don't know... | I will find out... |
| No, I can't do that | What I can do is |
| That is not my job! | This is who can help you... |
| You are right, it is terrible | I understand your frustration, let me see how I can help you |
| That is not my fault... | Let me find out what I can do about this and see how I can help |
| You need to talk with my supervisor | Tell me the problem in detail and perhaps I can help you |
| You want it by WHEN? | I will try my best to get it by.... |
| I am busy at the moment | I will be with you just a moment |

| DON'T SAY | DO SAY |
|-------------------------------------|--------|
| Call back later... | |
| My supervisor is busy at the moment | |
| You have to..... | |
| What? Huh? | |
| No one is here... | |
| Hang on... | |
| Hello... | |

| DON'T SAY | DO SAY |
|-------------------------------------|--|
| Call back later... | I will call you back at... |
| My supervisor is busy at the moment | He is unavailable at the moment. May I take a message for him? |
| You have to..... | May I.... would you mind if I did the following... Would you please...? |
| What? Huh? | Excuse me, I'm sorry, would you repeat that please? |
| No one is here... | I'm sorry the best person to speak to is not available at present. May I take your name and number and ask him to call you back? |
| Hang on... | Just one moment please |
| Hello... | Good morning/afternoon, how can I help you... |

How do you deal with difficult customers?




Your main objective is calming the customer down without upsetting him or her any further

- **Step one**– Make sure you develop an understanding of the complete details of a customer's complaint
- **Step two**– Say you understand the customer's frustration or concerns
- **Step three**– once you have established what the issue is, try to solve the problem
- **Step four**– Make sure the problem has been truly solved to the customer's satisfaction

Understanding Customers

- ▶ **People can be hard to understand because of:**
 - A language barrier
 - A strong accent
 - Speaking too quickly
 - Speaking too softly

To deal with customers that are hard to understand:

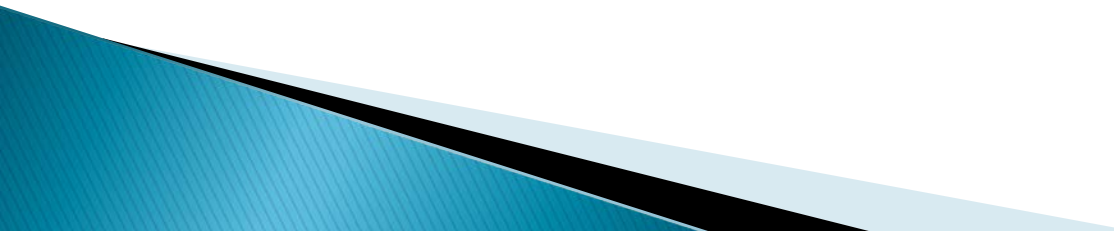
- Blame the telephone connection on you not understanding them and ask the person to speak louder or more slowly
 - Ask the person to spell their name or what they want using the phonetic alphabet i.e. Alpha, Bravo, Charlie, Delta, etc
 - If a person is speaking a language different from yours, apologize for not speaking their language and ask them to hold while you locate someone that does
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Why do customer's complain?

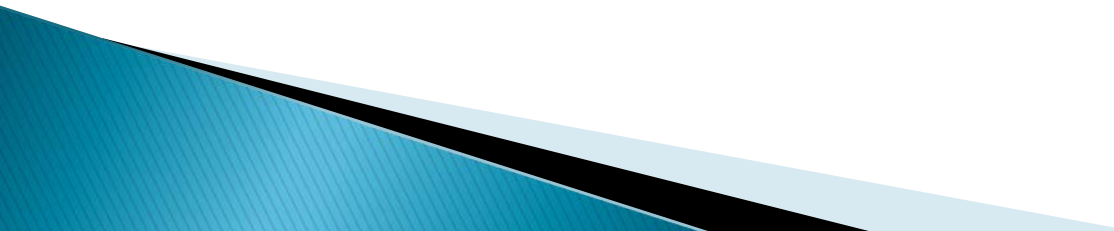
- Lack of, or poor quality of service
- Lack of, or poor quality of products or materials
- Service was not done right the first time
- They want action/satisfaction
- Poor customer relations



What do customer complaints tell us?

- They reveal the weak points in our work procedures and strategies
 - A need to improve our customer relations
 - Where we have put profit before the customer
 - Where we have put the needs of our employees above the needs of the customer
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Customer complaints also tell us:

- The weaknesses in the organization and the areas that need to be corrected
 - The need for staff training
 - Our customer's expectations and what we have to do to meet that demand
 - They signal possible failures in the quality of our products or materials
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ROLE PLAY



- ▶ The best way to learn good customer relations is to 'role play,' – practicing good customer relations that have been in this presentation, with your colleagues, before mistakes are made in front of customers
- ▶ Role playing also encourages a team spirit among your fellow workers that allows you can quickly learn good customer relations from each other

Q. WHO DEALS WITH CUSTOMERS?

A. We all do ... !

