

The Customer Experience



Workshop Objectives

**What
customer
care
means**

**Identify
customer's
needs**

**Connect
with
customers**

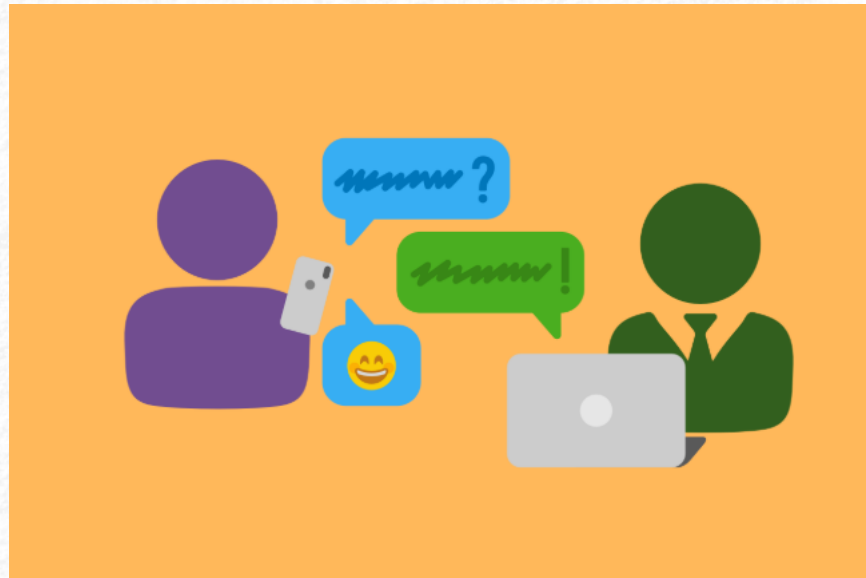
**Deal with
difficult
customers**

Agenda

- What is customer care?
- Establishing your attitude
- Identifying the customer's needs
- Generating return business
- In Person customer service
- Connect with customers
- Dealing with Difficult customers
- Taking the HEAT

What is Customer Care?

- The process of looking after customers to best ensure their satisfaction



CUSTOMER SERVICE

- Advice or assistance you give a customer
- Giving assistance
- Trouble shooting

CUSTOMER CARE

- How well customers are taken care of when they interact with the brand
- Caring for the customers
- Listening to their needs
- Builds an emotional connectio

The Customer Experience

- The total journey of a customer's interactions
- Measures how the customer feels about the company overall
- Is proactive



Who We Are and What We Do

- Who are your customers?
- Who in your organization provides customer care?

The simple answer to that question is: everyone.



Who Are Customers?

External

- Outside the organization
- Traditional customers

Internal

- Peers
- Inside the Organization

Break Out Session

Pg. 10

- **Brainstorm with team**
who are your:
 - **External Customers**
 - **Internal Customers**
- **Share with class**



Why is the Customer Experience Important?

- Providing excellent customer care to INTERNAL customers sets a positive tone for all personal interactions. (Culture)
- If internal customers receive excellent customer care they will consider this the norm for their organization.
(Environment)
- They are more likely to treat external customers the way they have been treated. (Attitude)
- Quality of care provided to internal customers directly affects the quality of care your organization provides external customers. (Reputation)

What is Customer Care?

Any action you take to ensure that a “customer” is pleased with the transaction for a long-term basis

- Essential
- Attention of staff
- Before they even require the help
- At the time of caring for the customer
- After helping the customer

Good vs Bad Customer Service

An illustration of a person wearing a blue long-sleeved shirt with white wavy lines on the sleeves. They are holding a dark blue tablet. On the tablet, there are three circular emoticons in a row. From left to right: a red circle with a sad face (downward curved mouth), a pink circle with a neutral face (straight line for a mouth), and a green circle with a happy face (upward curved mouth). A hand from the person is pointing their index finger at the green happy face. The background is a solid blue color.

What are some good examples of customer service?

What are some bad examples of customer service?

FACTS on the Customer Experience

- **Results of Poor Customer Service:**

- It takes 12 positive service experiences to make up for one negative one.
- 91% of unhappy customers will not willingly return to do business with you again
- 78% of consumers have chosen not to complete a transaction/purchase because of poor customer service.
- 86% of consumers completely quit doing business with a company because of poor customer service experiences.
- People are 40% more likely to tell others about poor service than a good service.
- Attracting new customers costs 5 times as much as keeping an existing one.
- The chances of selling a product/service to a new customer are 1 in 6
- **An unhappy customer will tell 9-15 others about their negative experience.**
 - **(Social media affect)**

FACTS on the Customer Experience

- Results of **Good** Customer Care:
 - 73% of consumers have chosen to spend money with a company because of a history of good customer service.
 - **A happy customer will tell 4-6 people about their positive experience.**
 - The chances of selling a product/service to a current customer are 1 in 2
 - There is a 48% chance that a happy customer will spread positive word of mouth
 - Every 3 happy customers will bring in one new customer

Establishing Your Attitude

Great Customer Experience begins with a Great Attitude!

- To provide a great customer experience you need to put energy and enthusiasm into your interactions with customers



Stress Management (Internal Stressors)

There are two types of stressors –
Internal & External

Pg. 12

Internal: stress triggers that are
internal to each person

- Feeling irritable
- Tired or unappreciated
- Negative thoughts

External: stressors related to your
environment

- Crowded elevators
- Deadlines
- Caring for a sick loved one



The background of the slide is a collage of various smiley faces. In the foreground, a large yellow smiley face with a wide, curved mouth and two simple dots for eyes is prominent. Behind it and around it are several blue smiley faces, some with neutral expressions and others with slightly different features. The overall theme is positivity and happiness.

A positive attitude is a **CHOICE!**

An attitude is a state of mind/feeling regarding a situation/fact. It is how we perceive events, experiences, and things in our lives.

What is a positive attitude:

- Pleasant
- Helpful
- Friendly
- Energetic
- Professional
- Smiling

The Power of a Smile

- Friendly
- Positive experience
- Welcoming
- Retention tool



Establishing a Positive Attitude

Studies have shown:

“Our brains seem to be hardwired to focus on the negative.”

Studies have also shown:

- Cultivating an “attitude of gratitude”
- Engaging in “regular exercise”
- Invoking “inner peace” or “meditation”



Establishing a Positive Attitude

Be Grateful:

Pg. 21

Conscious decision

Huge payoff

Increase well being

Establishing a Positive Attitude

Keep Your Body Healthy:

Pg. 21

Never exercise beyond
your physical capabilities



Drink plenty of water



Vary your routine



Establishing a Positive Attitude

Invoke Inner Peace:

Pg. 22

Identify negative and automatic thoughts

Practice meditation regularly

Keep a journal of your thoughts and feelings

The Power of a Smile:

Establishing a Positive Attitude

Pg. 24



Friendly



Positive experience



Welcoming



Retention tool

Stay Energized:

Establishing a Positive Attitude

Pg. 24

Eat well



Plug into others



Music



Stay humorous



Stay Energized

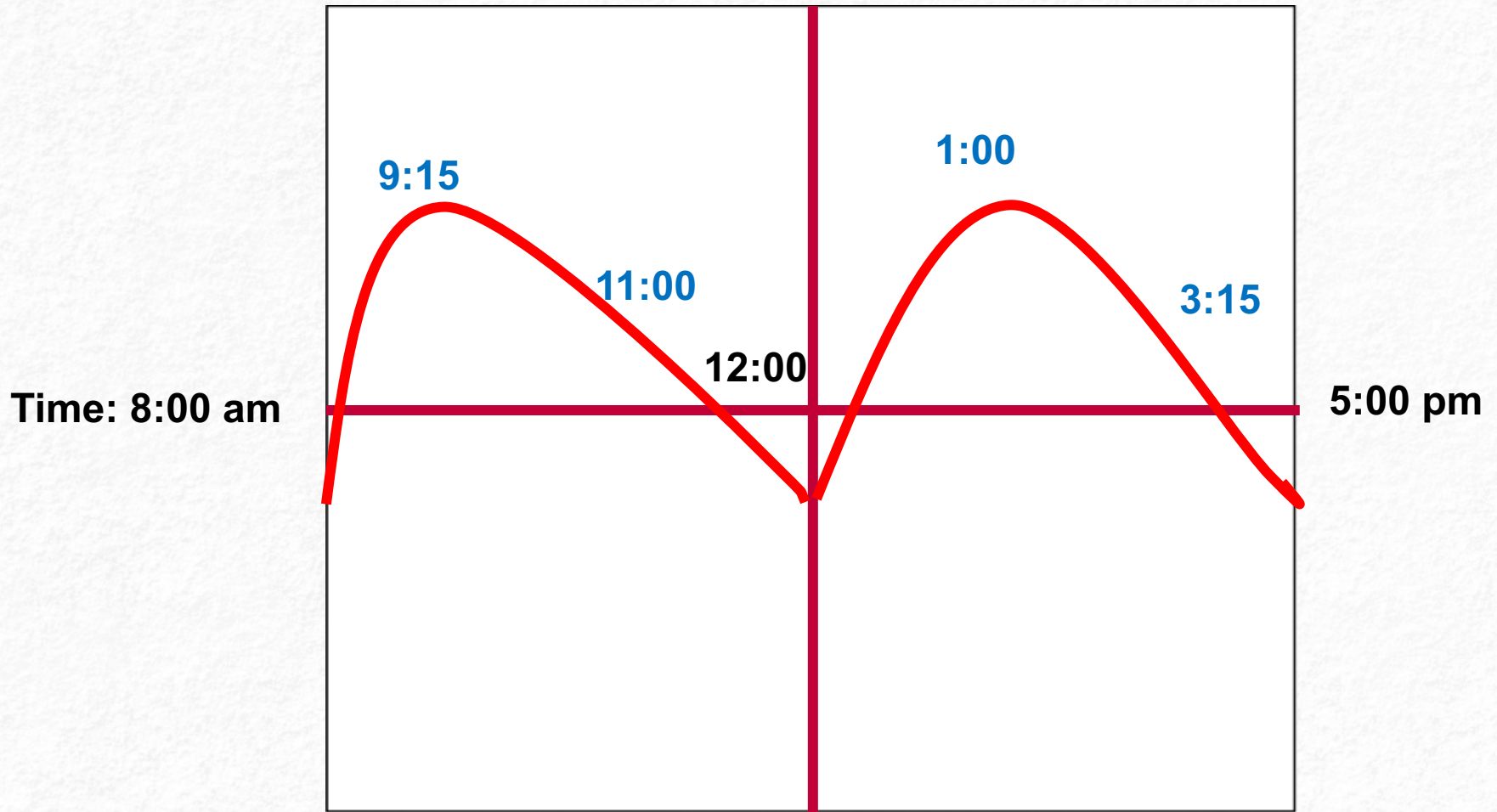
- Eat Well
- Being with energized people keeps you energized
- Music, take a walk, meditate
- Keep a sense of humor



Tips to stay energized

- Develop a routine that helps you deal with difficult situations
- Find something to break out of the “lows”
 - Change of scenery?
 - Take a walk

Energy - High



Low Energy

Establishing a Positive Attitude

Staying Positive:

Pg. 27

Personalize your workspace

View negative situations as learning opportunities

Learn new things

Outlook and attitude are essential

Making a Great First Impression

Confidence

- Having a straight but relaxed posture
- Hold your head high
- Don't slouch or slump
- Maintaining eye contact

Competence

- Exhibiting knowledge of your craft
- Answer questions in a clear and professional manner
- avoid the use of slang or technical jargon
- Asking relevant questions

Credibility

- Being presentable (well-groomed and mindful of dress codes)
- Keeping true to your word

Stay Positive

- Personalize your workspace
- View negative situations as learning opportunities
- Learn new things
- Find ways to spend energy on tasks you enjoy
- Find positives in negative situations



Dismantling Negative Attitudes *Internal*

Irritability- A sign of anger, anxiety, or frustration

Pg. 13

Listen to self-talk

Use your thoughts as instructional self-statements

Take a time out

Dismantling Negative Attitudes

Pg. 4

- ***Unhappiness with Your Job***



Dismantling Negative Attitudes

Feeling underappreciated is a cue that you may not be appreciating yourself.

Pg. 14

- Acknowledge & celebrate successes – big & small
- Listen to music that makes you happy
- Look for & appreciate humor
- Start a daily “Gratitude Journal”
- At night write three statements that would put you in a good mood. Read them when you get up.

Dismantling Negative Attitudes

Not well Rested:16

Pg. 16

Don't try to force sleep



Avoid late meals or
exercising late at night



Go to sleep and wake up
on a regular schedule

Dismantling Negative Attitudes

External

Pg. 17

Manage your work space:

Remove
unnecessary
items

Clean up the area
at the end of
each workday

Keep everything
organized and put
things back where
they go

Dismantling Negative Attitudes

Loud Work Environment:

Pg. 18



External stressor

Serves as a distraction

Identifying the source of the disturbance

Dismantling Negative Attitudes

C0-Worker Relations:

Pg. 18

Watch out for
negative
thinking

Be assertive
and direct

Be flexible

Identifying the Customer's Needs

Identifying the Customer's Needs

Pg. 28



- Listen to their concerns and needs

Identifying & Addressing Customer Needs

- The first step in improving customer care is to determine what customer's value in their interactions with your organization.
-
- What do they want?
 - What do they need?
-
- The most obvious way to find out what customers want and need is....
..... To ask them!



Understanding the Customer's Situation

Pg. 28

Allow the customer to
communicate

Identify their needs

Learn from experience

Staying Outside the Box

Pg. 29

Don't be presumptuous

Let the customer guide you

Don't judge by their appearance

Pause and listen

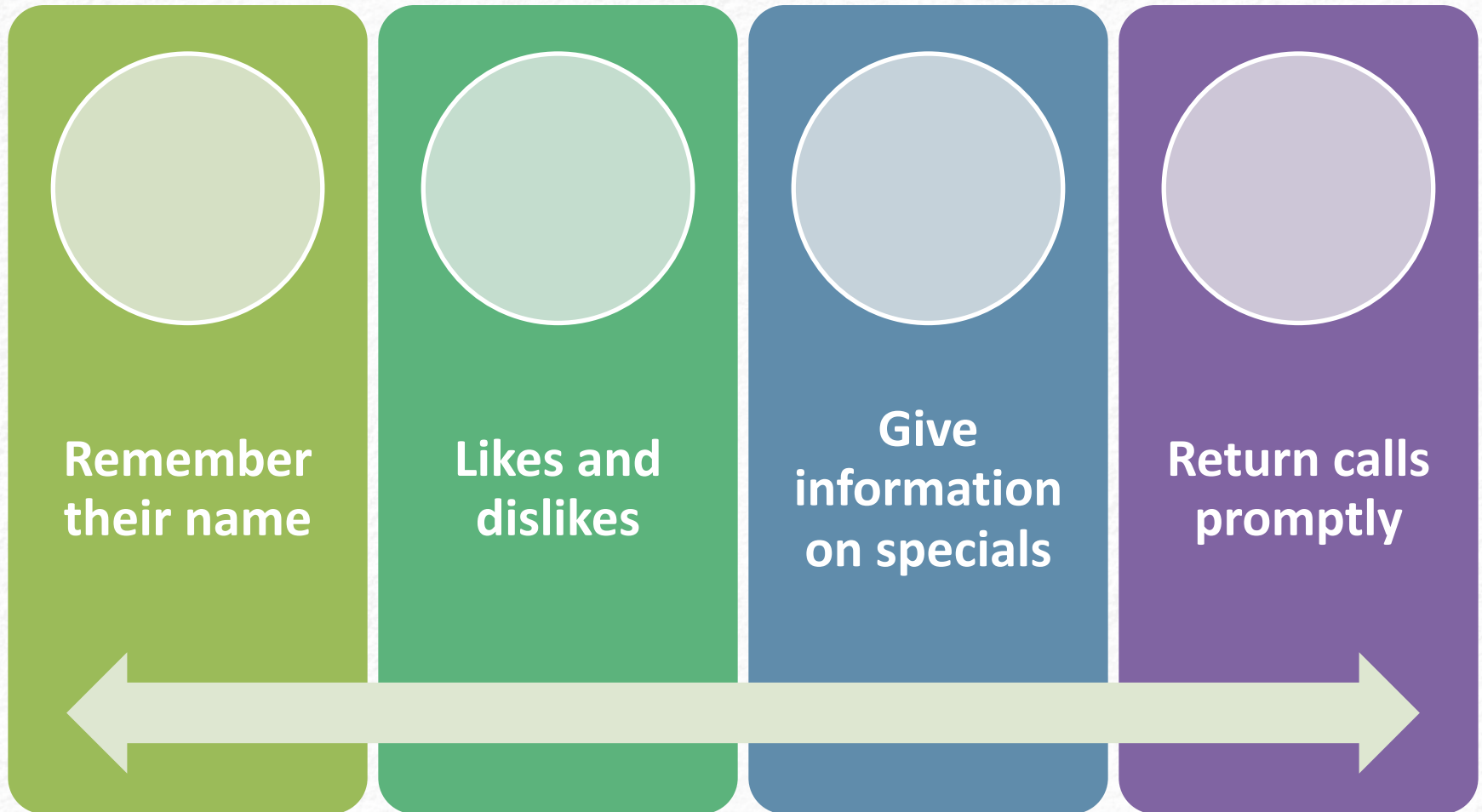
Meeting Basic Needs

Pg. 30



Going the Extra Mile

Pg. 31



Generating Return Business

Generating Return Business

Pg. 33

- List the name (s) of companies you like and why you like them
- Discuss with class



Generating Return Business

Pg. 33

- Experts believe that it costs at least five times more to attract a new customer than it does to keep existing ones.
- Customers want to feel appreciated
- If customers feel forgotten after a sale/transaction, they may take their business elsewhere.



Following Up

Pg. 34

- After a sale
- After contact
- Major part of customer service
- Powerful tool



Addressing Complaints

Pg. 34

- To be taken seriously
- To be listened to
- To be respected
- To receive a quick response



Addressing Complaints –

Customer's Bill of Rights

Pg. 34

To be taken seriously



To be listened to



To be respected



To receive a quick response

Turning Difficult Customers Around

Pg. 35

- You don't know the answer, but you will find it
- Explain why you have to say no
- Offer alternates
- Offer proof
- Explain why you need information



Turning Difficult Customers Around

You don't know the answer, but you will find out

Explain why you have to say no

Offer alternates

Offer proof

Explain why you need information

Watch out for the use of "I Can't"

Dealing with the Customer in Person

In-person interactions provide a great opportunity to build rapport with customers.

**When you talk to a customer in person, you get constant feedback.
Verbal and Non-verbal.**

You can tell if you are creating the right impression.

It is difficult to get sense of what the other person is thinking/feeling over phone, email/text etc...

“People don’t want to communicate with an organization or a computer. They want to talk to a real, live, responsive person who will listen and help them get satisfaction.” – General George S. Patton

Listen to the Customer's Concerns

Pg. 37

Make eye contact

Listen fully by
paying attention

Reflect back your
customer's expressions

Build Rapport

Pg. 38



Consciously adopt a neutral position

Avoid making assumptions

Must be aware of what your physical presence communicates

Listen

- ***Let the customer vent***
(but don't let this go very long)
- ***Make sure you understand the problem***
 - Ask questions if you don't know
- **Listen actively**
 - Note “truths” in their statements
 - Allow silence to regroup



Get to the Sources of the Problem

- **Remain calm**
 - Speak in a calm manner
 - Get to nature of the problem/solution
- **Opening statements:**
 - Apologize

“ I’m sorry. I can tell this is obviously a matter of some importance to you- I’d like to do what I can to help you.”

DO NOT SAY:

“Please calm down”

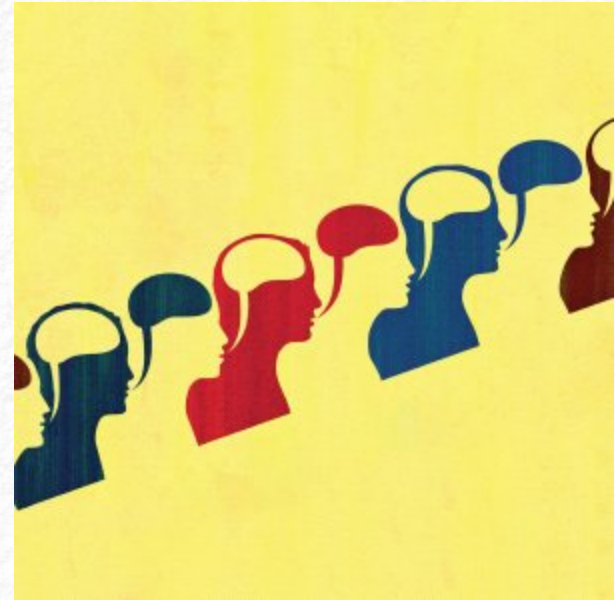
“I understand”

“I sympathize..”



Let Them know you feel the issue is important

- **Express empathy**
- **Do not give them , “The Brush Off”**
 - *“That’s not our policy”*
 - *“That’s not my job”*
 - *“We don’t do things like that”*
- **Set you limits**
 - What is in your control
 - When to get a supervisor/manager
- **Find a solution**
- **Ask the customer to agree to the solution**
- **Follow up**



In Person Customer Service

Dealing with At-Your-Desk Requests

Pg. 37

- Do not turn them away with a no
- Be courteous
- Find someone else to help



The Advantages and Disadvantages of In-Person Customer Service

Pg. 41



**Time
consuming**

**Complicated
discussions**



**Builds
confidence**

**Increased
satisfaction**

Using Body Language to Your Advantage

Pg. 42

Body language is honest

- Eye contact
- Facial expression
- Posture
- Gestures
- Nodding



Team Discussion –
What will you do....?

1. You are speaking with a customer in person, when you receive a phone call from another customer who also wants your help.
2. You are on the phone with a customer when another customer shows up at your desk seeking help.

Using Body Language to Your Advantage

**Body
language
is honest**

**Eye
contact**

Posture

Gestures

Customer Care over the Phone

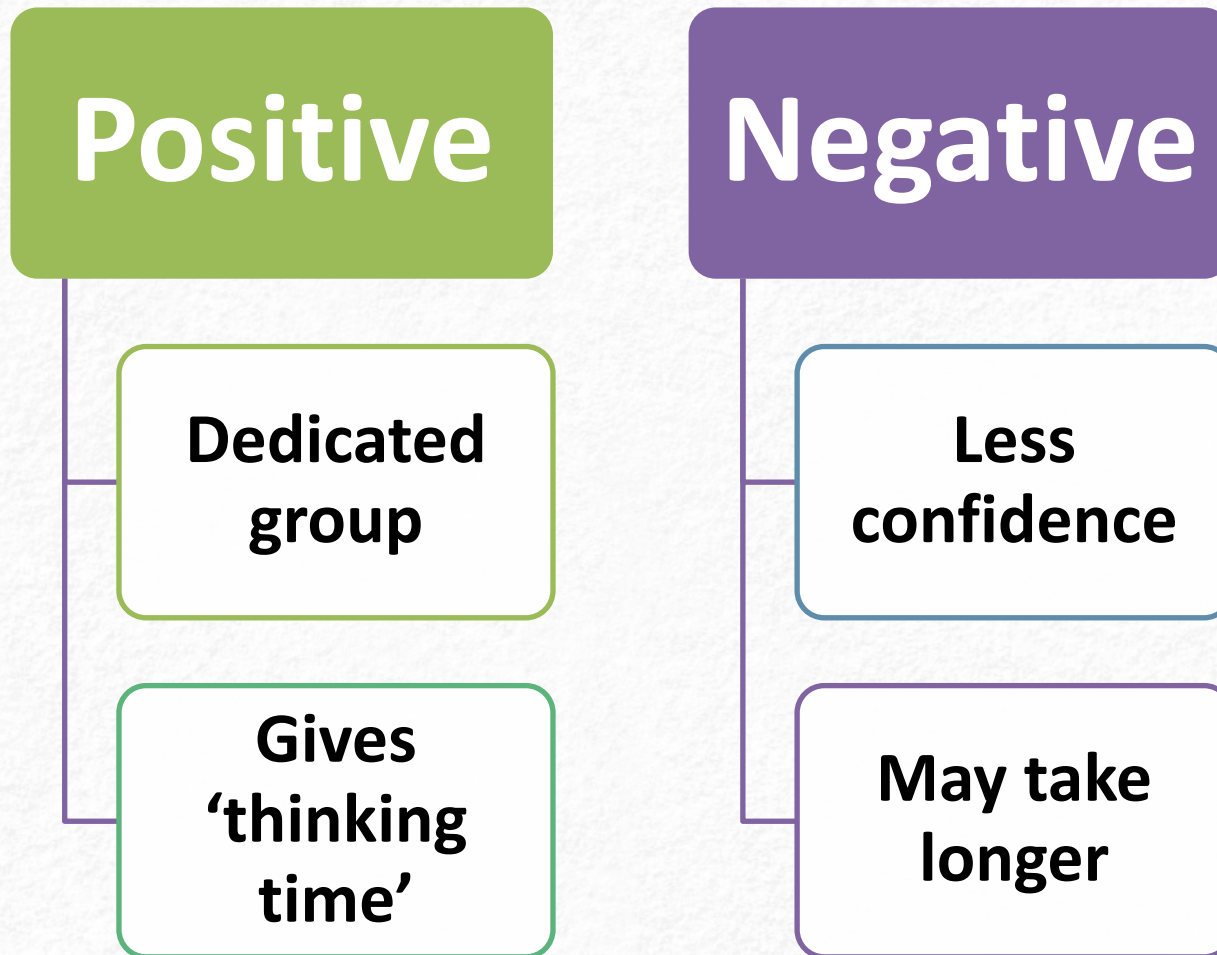
Pg. 43

- The success of your interactions depends almost entirely on your tone of voice and your choice of words.
- Be aware of any noises occurring in the background on either side of the conversation



The Advantages and Disadvantages of Telephone Communication

Pg. 43



Telephone Etiquette

Pg. 44

**Answer
promptly**

Speak clearly

**Identify
yourself**

**Explain why a
transfer is
required**

**Let them
hang up first**

Page 45

Telephone Etiquette

Pg. 44

**Answer
promptly**

- On the 3rd ring at the latest
- Before you pick up –end any conversation you are having

Speak clearly

- Pleasant tone of voice
- Avoid speaking too quickly/fast talker
- Smile!

Telephone Etiquette

Pg. 44

Identify yourself

- **GREETING:** Good morning/afternoon
- **IDENTIFY:**
 - Company/organizations name
 - Your name
- **INQUIRE:** “How can I help you” – “How may I be of service.”
- Speaker phone: **Do not use** unless a conference call
 - Caller gets impression you are too busy
 - Caller thinks you are too important to give them your full attention

Telephone Etiquette

Pg. 44

Explain why a transfer is required

- Give caller time to explain the reason for call
- Putting on hold:
 - Ask first, “Can I put you on hold for just a min?”
 - Return, “Thanking for holding”
 - Time: Not more than 2 min & apologize
- Transferring call:
 - Explain what & why you are doing it
 - If lost number to call back on.

Telephone Etiquette

Pg. 44

**Let them
hang up first**

- Take your time –do not rush them
- Speaking to someone else:
 - ask customer to bear with you
 - Put on hold
- Let customer hang up first:
 - Ensures you don't cut them off prematurely

Telephone Etiquette

Tips and Tricks:

Pg. 46



Smile



No jargon



Positive



Active listening





Take notes

Dealing with Voicemail

Leaving a message:

Pg. 47

**State your name, affiliation
and phone number**



State your reason for calling



**State any action plan or action
required on your message**



Dealing with Voicemail

Pg. 47

Managing your voicemail:

**State your name, &
department**



**Brief information & phone
number**



**Check voice mail & return
calls**

Providing Electronic Customer Care

Advantages and Disadvantages of Electronic Communication

+ Convenient and easy

+ Quick and efficient

- Impersonal and cold

- Not relevant with all information

Understanding Netiquette

Pg. 49

**Always be
Professional**

**Avoid
textspeak**

**Avoid
jargon**

**Permanent
record of it**

**Avoid
ambiguity**

**Keep it
simple**

Connect with Customers

Ways to Connect

- Don't use a one-size-fits-all
- Respond to concerns
- Keep it personal not transactional
- Focus on face-to-face interactions
- Show your appreciation



Active Listening

- Active listening is asking follow up questions- probing questions
- Active listening fosters understanding and empathy
- Stay focused
- Listen to the emotions in the caller's voice is customer service is on the telephone
- Don't interrupt
- Don't pre-emp
- Recap key facts
- Take notes

Ten Tips to Improve YOUR Listening Skills

Tip 1



**Stay
Focused**

Tip 2



**Detect
Emotions**

Tip 3



**Ask
Questions**

Tip 4



**Don't
Interrupt**

Tip 5



**Don't
Pre-Empt**

Tip 6



**Recap
Key Facts**

Tip 7



**Pen and Paper
at The Ready**

Tip 8



**Say it
Again**

Tip 9



**Watch the
Stereotypes**

Tip 10



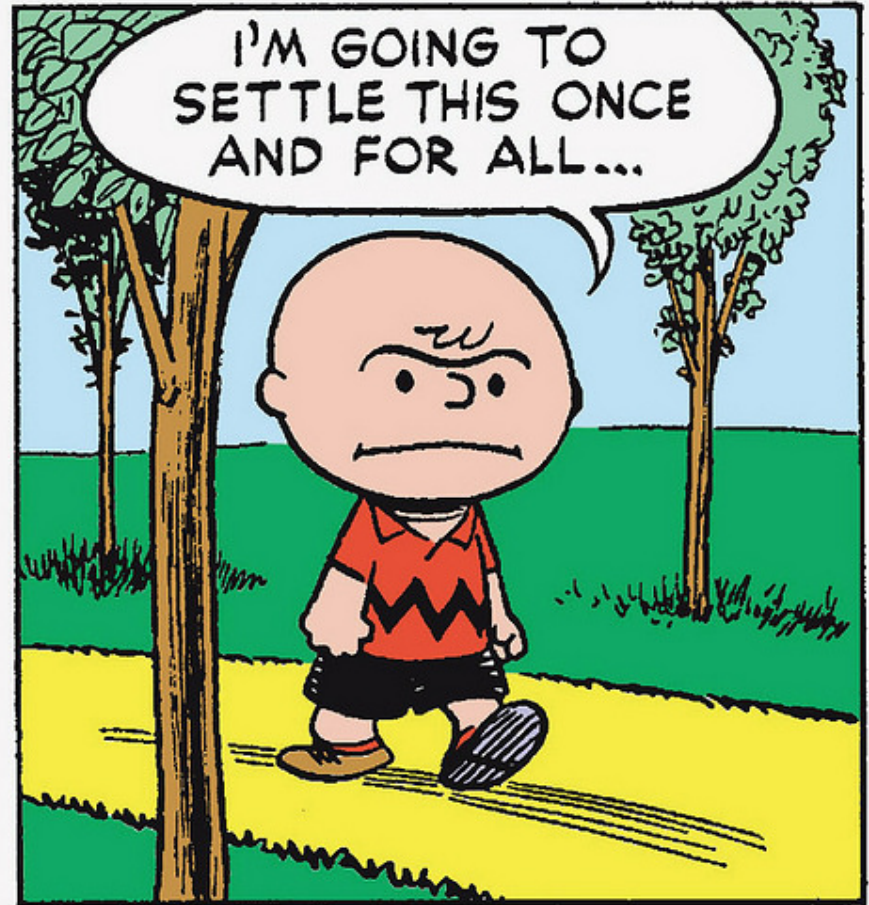
**Be Aware of
Listening Barriers**

Dealing with Difficult Customers

Why are Some Customers Difficult

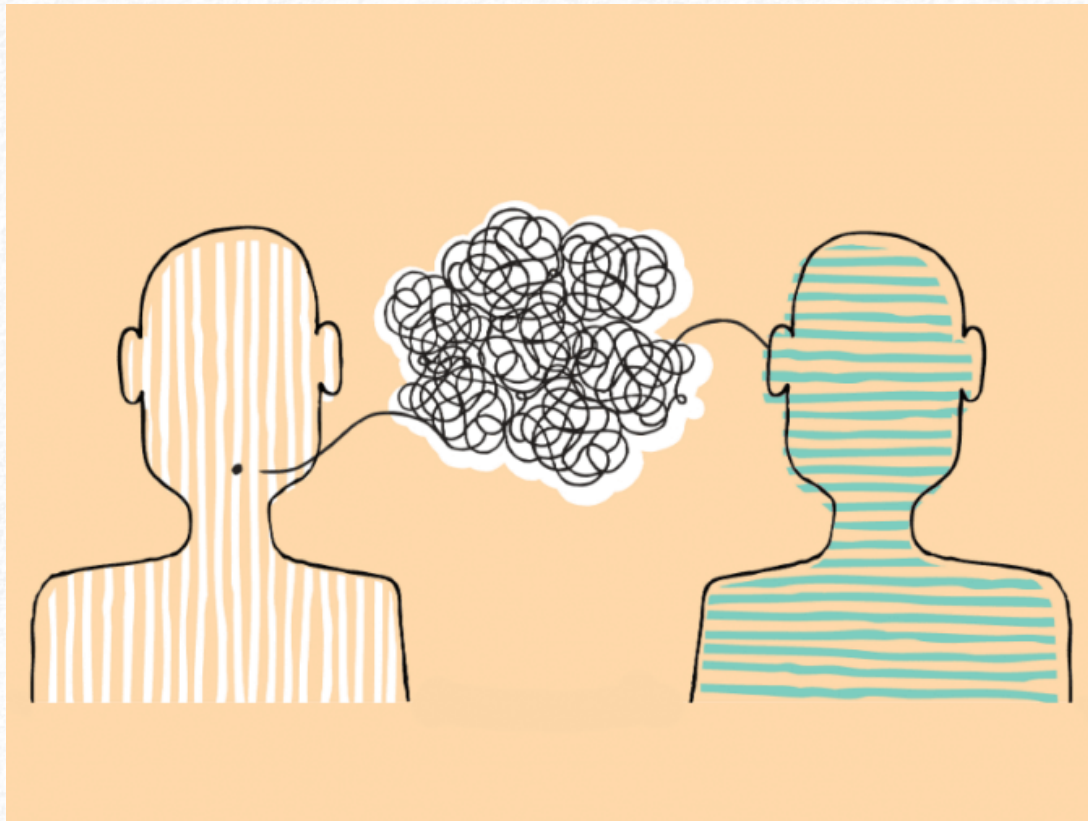
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While many of your interactions with customers will be pleasant and positive, you inevitably will have to interact with customers who are difficult in some way. Regardless of why they are angry or upset, **their feelings are valid**. Understanding the different reasons behind their behavior can help you to resolve their difficulty.



Customers who are **Angry**

- Anger arises as the result of a **misunderstanding**



They Have Had a Truly Bad Experience and Want to Vent

Venting is a
useful
strategy

Helps slow
down
thoughts

They want a
solution

Listen actively
with empathy

Sensitivity in Dealing with Customers

- You don't have to put up with threats, intimidation or vulgar language
- If customers are out of control- you need to take over the situation and protect yourself.



- **Customers want someone to be held accountable will speak in terms of blame & Fault**
 - Accountable is not the same thing as accepting blame
 - Accountable is to accept responsibility to respond to the problem
 - Responsibility that you respond to the situation vs the situation is your fault.
- **Customers feel anxious and angry. Behave rudely**
- **They are generally unhappy**
- **TRUE or FALSE:**
 - Apologizing for a customer's bad experience means you are accepting blame.
 - **FALSE:**
 - It means you are acknowledging that a customer has had a bad experience with out placing blame.
 - Apologizing for a customer's bad experience means you regret that they had to go through that experience with out focusing on who is a fault.

De-Escalating Anger

Pg. 54

Speak in a calm manner

Listen

Get to the source of the issue

Let them know you feel the issue is
important

Establishing Common Ground

Pg. 54

- On the same team
- Have the customer part of the process
- Common goal
- Formulate a solution
- Keep them in the loop



Setting Your Limits

Pg. 55

- Explain why
- How you say it is important
- Offer alternatives



Managing Your Own Emotions

Pg. 56

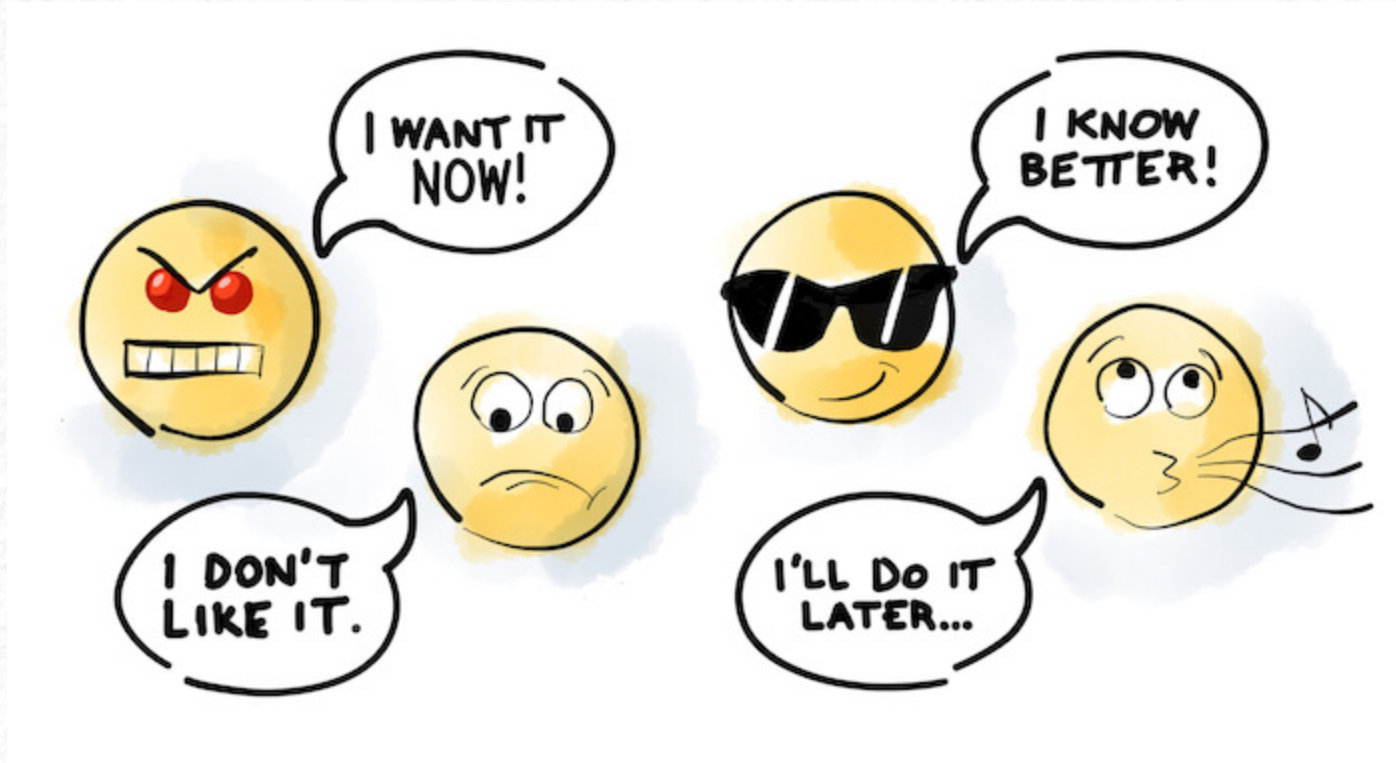
- Composure
- Don't escalate the situation
- Keep calm
- You are a human being



Speak in a calm manner

- Requires patience and utmost care in managing your own mood
- **Remain calm:**
 - Take deep breaths to relax
 - Slow your own arousal levels
- **Don't take it personally**
 - Own the problem & solution without owning blame for the situation
 - Accept it
 - Beware of your defensive thoughts
 - "I won't be treated this way.."*
 - "If I don't stand up to this person, I will fail..."*

Customers who are **RUDE**



Customers who are **RUDE**

Pg. 57

Make it very difficult
for you to do your job

Comments can be
discombobulating

Take additional steps
to handle customers

Customers who are **RUDE**

- **Act as a partner in resolving the issue** – Stay in the adult mode
- **Remind them that personal attacks are not helpful**
 - Be calm
 - lower your tone of voice (optimism)
 - Avoid, “snapping” / being “curt”

“Ma’am/Sir, I know you have had a difficult time, and I’m very sorry you had to go through that. I do want to help you and think I may have a solution that works. Can you help me fix your issue now?”

- **If situation gets, “out of hand,”**
 - Do not argue with them
 - Explain that you are getting a supervisor who may be of better help. Ask co-worker to stay with customer if you need to leave the area.

Customers with **Different Cultural Values**

Different set of values

Remain open
minded

Recognize any distorted thinking
patterns in your reaction

Customers who **Cannot be Satisfied**

Ask the customer directly what a successful resolution would look like

Remember what the real problem is

Offer a range of solutions

Dealing with **Vulgarity and Insults**

Stop it
early

May
increase
if not
stopped

Does not
affect
just you

Cannot
continue
if it does
not stop

Dealing with Legal Threats

Do not offer your interpretation

You are not in a position to speak on legal matters

Inform your supervisor

Dealing with **Physical Threats**

Protect yourself and your coworkers

Get help immediately

Do not take it lightly

Dealing with the Customer **Over the Phone**

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This is an important fact to consider when working with a customer over the phone. Since you cannot see the customer nor they you, the audio aspects of the interaction become magnified, including such aspects as your *tone of voice* and any *noises occurring in the background* on either side of the line.



Listen to the Customer's Complaint

Use (minimal)
encouragers

Repeat key phrases

Paraphrase and
summarize the
speaker's key
points

Offer empathy

Build Rapport

Address the other person by name early



Have a smile in your voice



Use “we” language



Offer a Verbal Solution to Your Customer

Offering a solution helps to diminish a customer's anxiety



People like to know where they stand



Be specific and set realistic expectations

Following up with a Customer

The difference between having a customer who is satisfied and a customer who will remain loyal can be determined in the steps you take to follow-up with that customer. Ask the customer if the situation is resolved and how you may further assist them.



Following up with a Customer

- **Call the customer:**
 - Maintain a positive relationship
 - Show that you genuinely care
- **Send the customer an email:**
 - Wait 24 hours
 - Less time consuming than a phone call
- **Mail the customer a small token:**
(coupon/small item)
 - Help ease a bad memory
 - Appropriate & within your organizations policies
- **Snail-mail a typed or hand written letter:**
 - Allows customer to be certain the issue has been resolved
 - Good personal touch



Ten Things You Can Do to WOW Customers Every Time

Pg. 67

Greet customers with a smile



Be helpful



Know your product or service



Don't make them feel inadequate



Listen to your customers

Ten Things You Can Do to WOW Customers Every Time

Employees will treat customers the way they are treated by management



Feel Important and appreciated



Make things easy



Throw in something extra



Say thank you



Taking the HEAT

In Summary... Plan to take the H.E.A.T



Tips for Taking the HEAT

- Applies to both internal and external customers
- Addresses the customer's needs to be listened to, valued, and respected
- Provides a way to defuse negative emotions
- Allow appropriate time for the customer to vent frustration
- Encourages the customer to rationally discuss the situation and options for resolving it
- Enables you- the customer service provider- to apologize without accepting blame
- Gives you the opportunity to earn the customer's loyalty and trust

Hear Them Out

- Be silent and let the customer express emotions, feelings and concerns
- Take a deep breath and focus
- Avoid inappropriate non-verbal behavior
- Summarize the problem to check understanding
- Maintain eye contact and take notes
- Don't rush to a solution

Empathize

- Use empathy to acknowledge the customer's feelings
- “ I can understand why you're so frustrated”
- Don't question the customer's intelligence or credibility

Apologize

- Apologize without accepting blame
- Do not apologize before empathizing
- Keep your tone neutral
- Uphold organization's integrity and reputation
- Don't apologize too profusely

Take Responsibility for Action

- Acknowledge your desire to make things right
- Reveal your intentions to build the customer's confidence
- Focus on what you can do
- If you are unable to take action
 - Refer to someone who can take action
 - Take notes and give customer a time frame for follow up
 - Follow up as committed even if you have no new info
- Use support
- Use involvement
- Goal is to retain the customer

Tips for keeping cool after taking the HEAT

- Close your eyes, breathe deeply, and escape mentally for a few minutes; seek a refreshed perspective.
- ☐ Understand that you are not the reason for the customer's anger. You just happen to be addressing the situation. ☐
- Put the last angry customer out of your mind. Wipe your mental slate clean to be ready to take care of your next customer.
- ☐ Recharge your energy by completing an undemanding yet productive task. ☐ Ask a colleague to cover for you, if possible, while you take a “mental break.”
- Releasing negative feelings will help you to put the incident behind you.



Hear Them Out

- To encourage the customer to describe the problem, you might say: *"I'd like to hear about the problem."* or *"Please help me to understand the problem."*
- Remain calm, be silent, and let the customer express feelings and concerns.
- When face-to-face, maintain eye contact, and nod your head as the customer speaks.
- Summarize what the person says, and then ask, *"Is that correct?"*



Empathize

Address the facts of the situation and the customer's feelings:

"I can understand why you're angry that the item is damaged."

"You must be frustrated. I realize now that this report doesn't contain last year's figures."

"I know there's a lot of information here, and it can sometimes be confusing. Let's review the due dates."



Apologize

Apologize without accepting blame:

"I'm sorry that this happened."

"I apologize for the inconvenience."

"I'm sorry that the product didn't meet your expectations."

"I'm sorry this upset you."



Take Responsibility for Action

- Acknowledge your desire to make things right:
"Let me take care of this for you."
"I can help you with that."
- Reveal how you intend to deal with the problem:
"Here's what I would like to do. . . ."
"Here's what I can do. . . ."
- Escalate to someone with more authority when necessary.

