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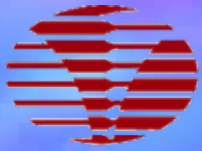
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# Customer Service Best Practices

Martine Bastien, Instructor

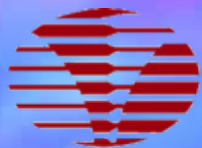
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[www.cjonquiere.qc.ca](http://www.cjonquiere.qc.ca)



# What is a customer?

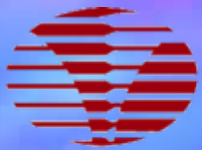
- ☞ A customer is the most important person who ever entered this office... by telephone.
- ☞ A customer does not depend on us... we depend on him.
- ☞ A customer does not interrupt our work... he is the purpose of our work.
- ☞ A customer is a person who comes to us with his desires. It is our work to meet those desires to his benefit and ours.



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# Never forget...

There are  
internal  
and  
external  
customers

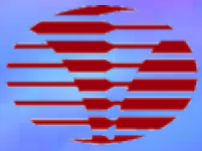


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# Personal skills...

- ☞ Smile
- ☞ Availability
- ☞ Respect
- ☞ Courtesy
- ☞ Control of one's emotions
- ☞ Conviction

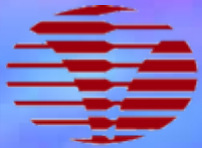




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# Relationship skills...

- ☞ Put the customer at ease
- ☞ Show interest
- ☞ Provide information clearly
- ☞ Meet the customer's need
- ☞ Know the organization (back-up)
- ☞ Avoid familiarities
- ☞ Provide satisfaction



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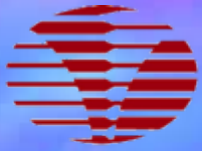
# The four phases of learning

Unconscious incompetence

Conscious incompetence

Conscious competence

**Unconscious competence**



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# Behaviour styles

Analytical

Direct

Friendly

Expressive

# The first stress level

Analytical  
**FLIGHT**

Direct  
**AUTHORITARIAN**

Friendly  
**CONSENT**

Expressive  
**ATTACK**



# The ECO Method

## **EFFECTIVENESS** – be focused

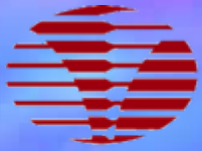
- ☐ Listen attentively and exclusively to the other person.

## **CORDIALITY** – present a good image

- ☐ Speak clearly, failure to do so makes you inaudible.
- ☐ Adapt your speed, your accent and your diction.
- ☐ Smile, it's infectious and makes your voice more pleasant.

## **ORGANIZATION** - be professional

- ☐ Take notes so you can be clear and shorten the communication.
- ☐ Carefully arrange your material, so information frequently requested is right at hand.
- ☐ Adopt a comfortable attitude: good posture to breathe easier, solid stance on both feet, to feel sure of yourself.



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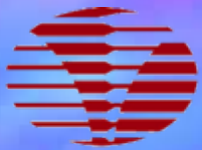
# Behaviour

Word 7%

Tone 38%

Behaviour +50%

Behaviour = effective communication



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The choice is yours...

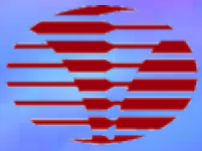
Choices rather than  
chance determine  
our fate.

# Strategic listening: create a climate of trust

## Seven steps

- ☞ Hone your sensory acuity
- ☞ Be attentive
- ☞ Mirror customers' feelings and moods
- ☞ Be attractive
- ☞ Learn to maintain control
- ☞ Learn to be specific
- ☞ Be professional





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# Listening and your credibility

- ☞ Open questions

- ☞ Active listening:

  - Brain, posture, memorization,  
attention to prejudices

- ☞ Restating:

  - Forces us to concentrate

  - Helps us clearly understand needs

  - Reassures the customer

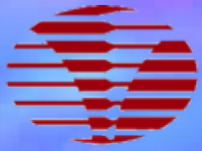
The customer's opinion is based on his  
**PERCEPTION** of the contact

## Your personal influence tools

- ☞ Eye contact
- ☞ Posture
- ☞ Movements, gestures
- ☞ Smile
- ☞ Tone of voice, words
- ☞ Enthusiasm
- ☞ Greeting
- ☞ Adjustment to customer's response

# 5 Steps to Customer Satisfaction!

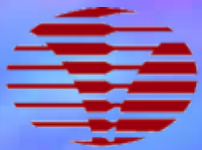
1. Probe / Question
2. Recognize / Legitimize
3. Inform
4. Manage dissatisfaction / discontent
5. Conclude the discussion



# The Call

- ☞ State your name and your company's name.
- ☞ Listen to the customer's request = courtesy.
- ☞ Maintain control of the call.
- ☞ Ask the necessary questions to obtain other information: open questions.
- ☞ Ensure that you have correctly understood the customer's request = restate it.
- ☞ Call the customer by name to make the conversation more personal.



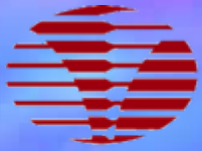


# The Call (cont.)

- ☞ Making the customer wait: explain why.
- ☞ Returning to the call, e.g.: Thank you Ms. Larouche...

## CONCLUDING THE CALL

- ☞ Summarize the terms of the agreement reached; this eliminates the risk of errors.
- ☞ Thank the customer for calling, using his name if possible.
- ☞ Finally, let the customer hang up first.



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# Take the time...

It is better to take a few  
seconds to keep a customer  
satisfied than months  
trying to win back  
his favour.

# Telephone Protocol

## Desirable qualities

- ☞ A pleasant voice
- ☞ A quick response
- ☞ Skill managing several simultaneous calls
- ☞ Attentive listening

# Simultaneous Calls

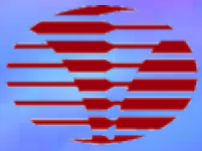
## Making the customer wait

- ❏ Never leave a customer on hold for more than 30 seconds at a time and always ask whether he still wants to wait.

## Returning to the call

- ❏ Catch the person's attention, preferably calling him by name, before continuing. E.g.: Thank you for waiting, Ms. Larouche...





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# Open Questions

Who...

What...

When...

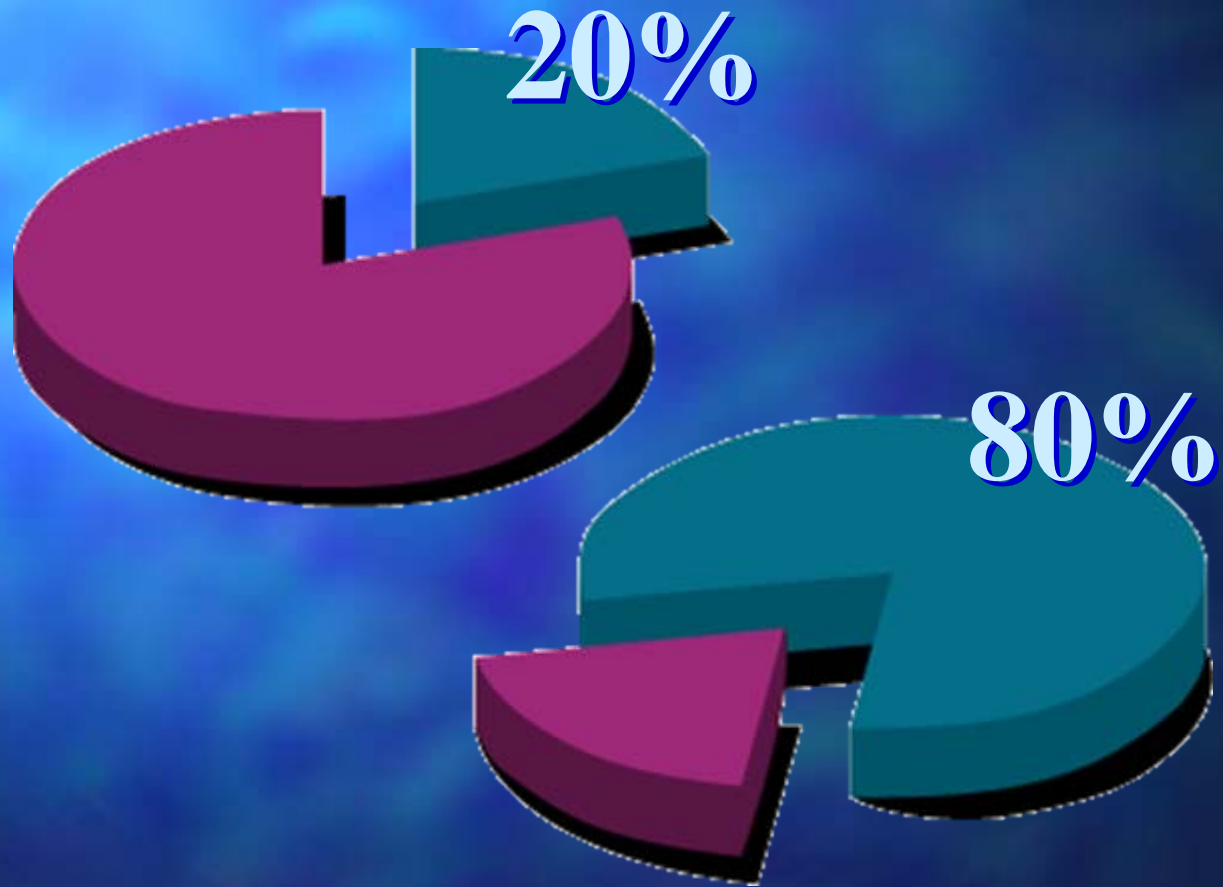
Where...

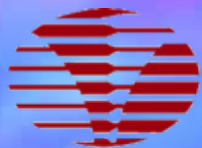
Why...

How...

How much...

# The Pareto Principle





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# Important Words

How can I help you?

Please

Thank you very much

You

# Calming an Irate Customer

Remain calm

Validate his anger

Show empathy

Listen

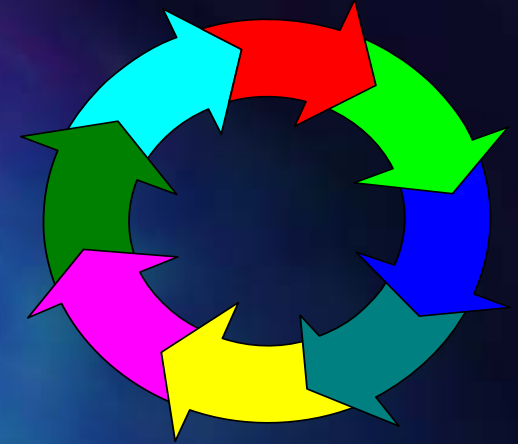
Help him, take responsibility

Reassure him

Thank him!



# Conclusion



**Your STRENGTH is the TEAM.  
To succeed today,  
every person must understand his  
role and carry it out since  
successful customer service  
depends on  
YOUR TEAM'S SYNERGY.**