Customer Service
Best Practices

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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.
Never forget...

There are
internal
and
external
customers
Personal skills...

- Smile
- Availability
- Respect
- Courtesy
- Control of one’s emotions
- Conviction
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
The four phases of learning

Unconscious incompetence

Conscious incompetence

Conscious competence

Unconscious competence
Behaviour styles

Analytical  Direct

Friendly  Expressive
The first stress level

Analytical
FLIGHT

Friendly
CONSENT

Direct
AUTHORITARIAN

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.
Behaviour

Word  7%
Tone  38%
Behaviour  +50%

Behaviour = effective communication
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
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.
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...
Open Questions

Who...
What...
When...
Where...
Why...
How...
How much...
The Pareto Principle
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.