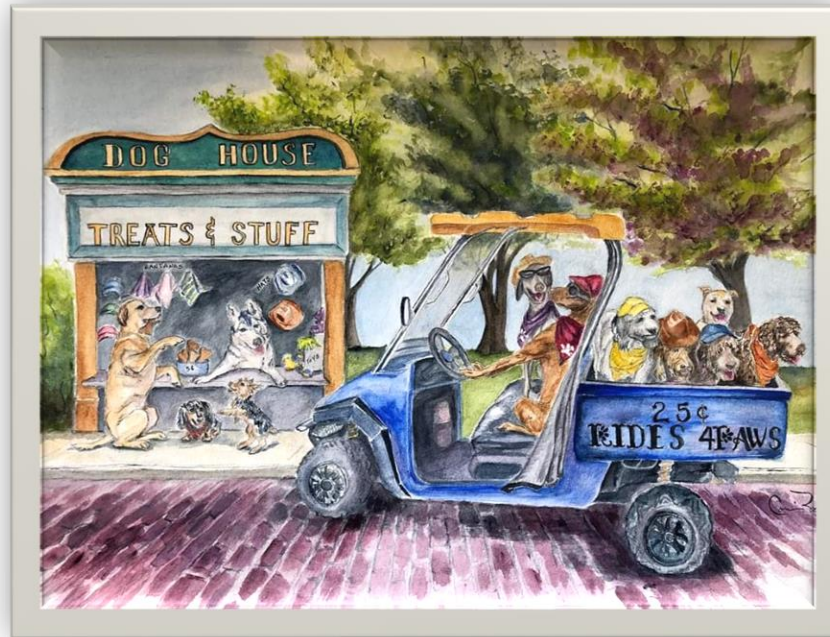


# Customer Service 101

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**Zoe's Club**  
Saving Money With Style

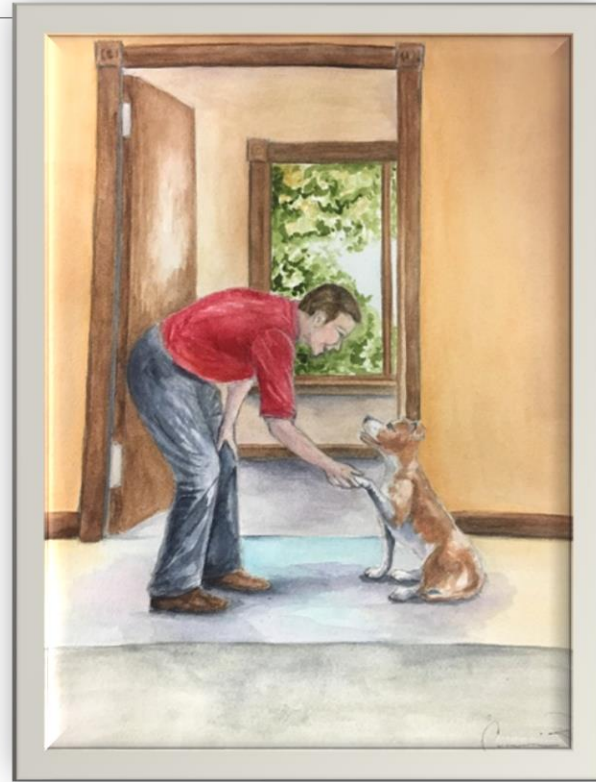
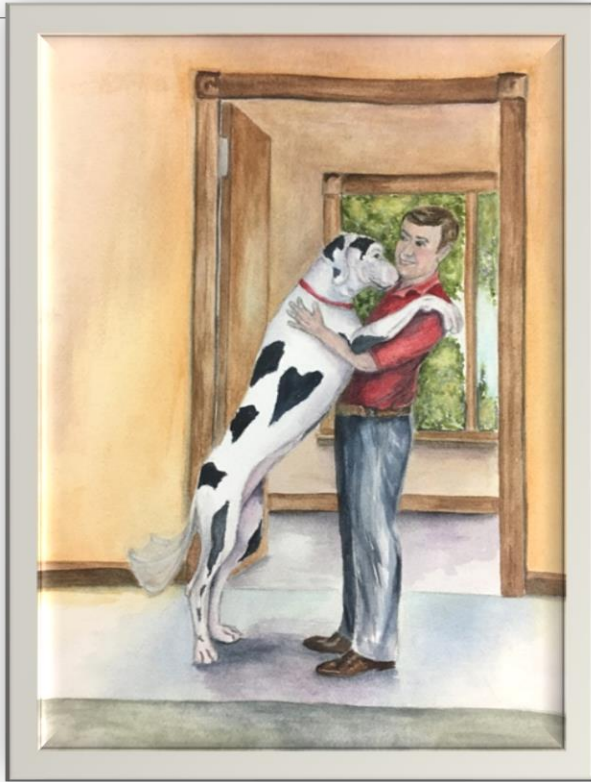
# Everyone has a Story to Tell...

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- **In Customer Service you are usually dealing with people who have a need.**
- **The Art of Reading the Customers mood.**
- **Identify the mood meter.**
- **Their stress can impact your interaction if you let it.**

# Are you reacting on your need to be fulfilled or their needs?



# The Art of Kindness.

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# Are you prepared for your day?

- **Did you get a good night sleep?**
- **Did you eat a healthy breakfast?**
- **Do you have stressful situations you are struggling with?**
- **Do you have a positive mental attitude?**
- **Are you surrounding yourself with positive influences?**
- **Do you care?**
- **Are you dressed for work?**



# Dress Code

## PROFESSIONAL DRESS



## CASUAL DRESS



# **A successful day starts with you.**

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## **You must first care about:**

- **Yourself**
- **The Customer**
- **Your Company**
- **Your Neighbor**
- **Your Family**
- **Your Day**

# **Customer service has different meanings.**

**To some you must fix every issue that comes before you.**

**To others it is directing you to the right person.**

**In actuality, it is a combination of many different facets with the understanding that:**

- ✓ **you cannot fix everything**
- ✓ **but do your best to put the customer at ease in every situation.**



# Rules to Know

## For Phone Calls:

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- **Always answer the phone.**
- **Don't make promises you can't keep.**
- **Listen to your customer.**
- **Deal with the complaint.**
- **Don't interrupt.**
- **Be helpful, courteous, and knowledgeable.**
- **Go the extra mile.**
- **Create Eye Contact.**
- **Share a Smile.**
- **Speak with Enthusiasm.**
- **Stay Connected.**
- **Don't interrupt.**
- **Be helpful, courteous, and knowledgeable.**
- **Go the extra mile.**

## In Person:

# Willing to do extra!

**The most important person is the one right in front of you. How do you go the extra mile to serve your customer.**



# Repercussions on Customer Service

**Happy Customer:**

**Tells 3 people.**

**Angry Customer:**

**Tells 10 people.**

**5 positive interactions to get back to square one.**

**Social media will enable the negative outreach to be unlimited.**



# Phone Etiquette



- **When you are on the phone and have customers waiting it is important to remember they hear only one side of the conversation and everything you are saying.**
- **The person in front of you will feed off the energy you are expressing on the phone, i.e. anger, frustration, tone, sincerity.**
- **Privacy is important. If the information is sensitive, it is best to continue the phone conversation in a private setting.**

# Objective Overview

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**Step 1: Identify yourself.**

**Step 2: Identify the person you are talking to.**

**Step 3: Isolate the reason for the interaction.**

**Step 4: Identify the caller's communication style.**

**Step 5: Take notes.**

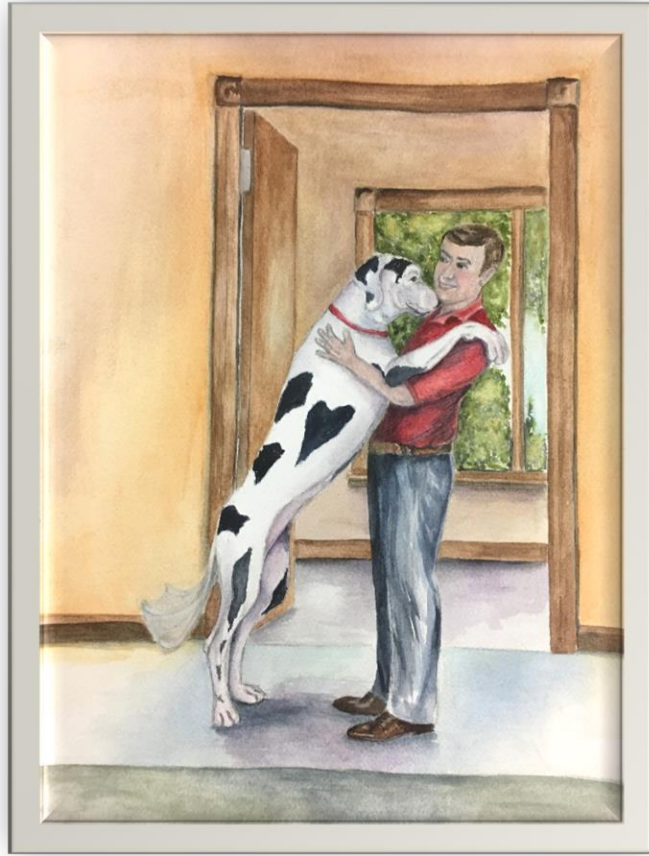
# Soft Skills Necessary

- **Acknowledge the situation**
- **Don't interrupt**
- **Follow the customer's lead.**
- **Be honest.**
- **Stay Positive.**
- **Pay attention.**
- **Give clear explanations**
- **Use a Library voice.**
  - **Above a whisper, below normal conversation, watch your pitch.**



# Calm is Contagious

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**Actions tell you everything you need to know about a person.**

**Learn to read their body language.**

# Emotional Customer

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- **Acknowledge their statement/issue.**
- **Pause and listen. Sometimes they just want to express themselves. *It is not personal.***
- **Assure and guide the customer to the correct solution or person to assist them if you are not able to do so.**
  - **Do not pass the phone around.**
  - **Take a number and tell them someone will call them back.**
  - **If you find they cannot be called back immediately, give them a courtesy call with an approximate time and the name of the person returning their call.**
- **Transition the conversation back to the main point. Sometimes venting can go on a rabbit trail. Restate the main point for the call.**



# **Step 1: Identify yourself.**

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**It is important that you identify who you are..**

**“Good Morning.**

**Ozark Federal Credit Union.**

**This is Davine with Marketing.**

**“How may I help you?”**



# Step 2: Identify the person you are talking to.

- **Write down the persons name.**
- **Who they are calling for**
- **Customer ID if applicable.**
- **Phone number if you need to return a call.**
- **Write the time they called.**



# Step 3 : Identify the reason they are calling.

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**There are four types of customers you should identify at this point to handle issues.**

**Empathetic-** Use sincere response as you empathize with the situation. “I understand.”

**Praise seeker-** Positive reinforcement in using proper procedures in the interaction. “That is an excellent idea or a correct approach.”

**Reflective-** How is this affecting the situation and the customer?

**Responsive-** Action required on one or more parts.



# Step 4: Take notes

**Taking notes of the situation helps to keep facts straight.**

**Taking notes show you care.**

**Taking notes prevents the customer from repeating the information multiple times.**

**Repeat the information back to make sure you understand the reason for the call.**

**Allow them to ask questions.**



# **RELAX Technique**

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**R = Remember.**

**E = Establish limits.**

**L = Listen to the problem.**

**A = Ask questions and empathize.**

**X = Explain the problem and propose a solution.**

# Wrap it up

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**“Closing the sale” - Make sure all issues are addressed and thank them for their time and encourage them to have a nice day.**

**Always let them know you will be there to assist them.**

# What investments are made for you to have a job?

**Building**

**Taxes**

**Salary**

**Utilities**

**Policies**

**Marketing material**

**Management**

**Staff**

**Research**

**Billing**

**Community**

**Client**





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