

## Wrap It Up!

***Don't forget  
to see if there is  
anything else the  
customer needs!***

**Everyone has a preferred length of time needed to feel they have had a great customer service experience. It could be one minute, ten minutes, or more.**

- ***Five positive interactions are needed to combat just one negative interaction..***
- ***For every one negative interaction, ten people are told.***
- ***For every one positive interaction, three people are told.***

***You have to work harder to overcome a customer's negative experience.***

**Zoe's Club**<sup>®</sup>  
Saving Money With Style

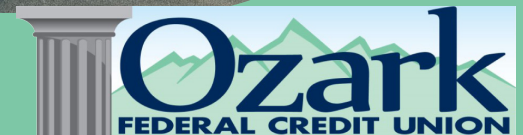


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Member Eligibility Required

## Develop Great Customer Service Skills





# CUSTOMER SERVICE HAS MANY FACETS

**Everyone has a story to tell. In customer service you are dealing with people that assume you should:**

- A) Have all the answers
- B) Feel all their stress
- C) Direct them to the boss

## SUCCESSFUL DAYS START WITH YOU!

**You must care about:**

- Yourself
- The customer
- Your company
- Your neighbor
- Your family
- Your Day

## THE MOST IMPORTANT PERSON IS THE ONE RIGHT IN FRONT OF YOU!

**When you are on the phone;**

- People only hear one side of the conversation.
- People feed off of others' frustration.
- Privacy is important!

**How did you prepare for your day?**

- Eat
- Sleep
- Stress Level



## CALM IS CONTAGIOUS

**Soft skills are necessary!**

**Sometimes that means using a library voice; above a whisper, below normal tone, watch your pitch.**

- Acknowledge the situation
- Don't interrupt
- Follow the customer's lead
- Be honest
- Stay positive
- Pay attention
- Give a clear explanation
- Watch your interaction

## OVERVIEW

1. Identify yourself
2. Identify who you are talking with
3. Isolate the reason for the call
4. Identify the customer's communication style
  - \* Empathetic: Needs sincere response (I understand).
  - \* Praise seeker: Needs positive reinforcement (Excellent idea).
  - \* Reflective: Needs to know how this is affecting the situation.
  - \* Responsive: Needs to know the resolution. (Actions are required).
5. Take notes the importance of note taking:
  - \* Taking notes shows you care.
  - \* Taking notes will help keep the facts straight.
  - \* Taking notes helps the customer from repeating themselves.
  - \* Taking notes reduces misunderstanding the conversation.
  - \* Taking notes allows them to ask questions.

## RELAX TECHNIQUE

**R = Remember**

**E = Establish limits**

**L = Listen to the problem**

**A = Ask questions**

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

## RULES TO KNOW

- Always answer the phone by the 3rd ring.
- Don't make promises you can't keep.
- Listen to the customer.
- Deal with the complaint.
- Don't interrupt.
- Be helpful, courteous, and knowledgeable.
- Go the extra mile.



**Are you trying to meet your emotional need or theirs in the daily interactions?**