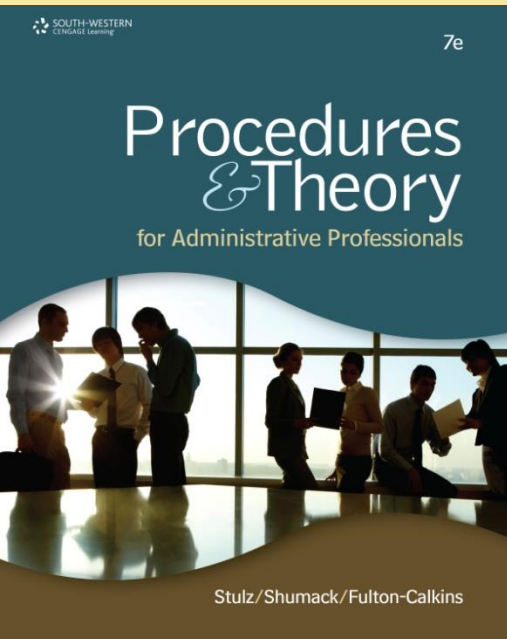


CHAPTER

7

Customer Service



- 1 Customer Service
- 2 Customer Service Skills
- 3 Customer Service Strategies
- 4 Handling Difficult Situations

Customer Service

- The ability to consistently give customers what they want and need
- An attitude and commitment (customer focus)
- Essential for many organizations to fully achieve their goals

Two Types of Customers

- External customers
- Internal customers

BananaStock/JupiterImages



Serving Internal Customers

- Come to work on time.
- Be polite and courteous.
- Answer questions or calls quickly.
- Be professional at all times.
- Go the extra mile and exceed the expectations of others.

Problem-Solving Skills

- Define the problem.
- Collect and analyze information.
- Generate alternatives.
- Assess and implement.
- Evaluate the solution.

Other Customer Service Skills

- Effective listening skills
- Verbal communication skills
- Nonverbal communication skills
- Human relations skills

Empathy Understanding or concern for someone's feelings or position

Other Customer Service Skills

- E-mail customer service skills
- Telephone customer service skills
- Web customer service skills



Blend Images/Jupiter Images

Customer Service Strategies

- Show respect for customers.
- Go the extra mile.
- Take responsibility.
- Maintain effective relationships.

Customer Service Strategies

- Explain the situation.
- Seek customer input.
- Follow up on the issue.
- Keep a positive attitude.



Monkey Business Images/Shutterstock.com

Handling Conflict

- Listen carefully to customers' concerns or problems.
- Work hard to make them happy.
- Offer several resolutions if possible.
- Accept blame on behalf of your company.

Handling Difficult Customers

- Do not let yourself become angry.
- Acknowledge the situation.
- Ask what you can do to solve the problem or make the situation better.
- Apologize for any errors and correct them.

Dealing With Abusive Customers

- Do not let yourself become angry.
- Look for points of agreement.
- Ask a customer who continues to be abusive to calm down and call back later.
- Follow company policy regarding incidents with difficult or abusive customers.