



*Customer Relations  
Training*

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Good customer service can be summed up  
with the acronym **SMART.**

**S**ervice

**M**ake their day

**A**ttitude

**R**eliability

**T**eamwork

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# Service

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## Why Worry About Good Customer Service?

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- We are all customers many times during the day
- We all like to be treated with respect
- We create a happier work place for ourselves
- Customers return to places where they are treated well
- What we do reflects on the entire organization

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## Who Are Our Customers?

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## There are two Types of Customers

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### **Internal Customers...**

- Every employee in the organization

### **External Customers...**

- Those who use the services we provide

Maintain a friendly, open atmosphere with co-workers is vital to providing good service.

In a positive environment:

- Everyone does a better job.
- Everyone feels better about themselves and their job.



## **Communicate clearly with each other and...**

Reward co-workers with positive reinforcement.

Offer support with tasks when you can.

Honor promises to help.

Make Co-workers look good in front of customers.



## Remember...

- All employees serve external customers even if they do not see them.
- Tasks done “behind the scenes” are vital to providing quality help.

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*To Encourage  
Customers to Return*

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- People base decisions on their feelings.
- Consider the feelings of the customer not just their specific need

68% of customers stop doing business with a company because they were upset with the treatment they received.

**Treat each customer like a valued individual by...**

- ✓ Being respectful and courteous.
- ✓ Communicating clearly.
- ✓ Saying the person's name.
- ✓ Treating everyone with the same standard of excellence.



## Listen carefully to understand the real need of the customer by...



- ✓ Concentrating on the speaker.
- ✓ Avoiding interruption or jumping to conclusions.
- ✓ Providing feedback to their questions.
- ✓ Restating the speaker's need as understood.
- ✓ Asking for clarification or confirmation.

## Do the best you can to meet customer's needs by...

- ✓ Taking pride in doing your job well.
- ✓ Train to learn all you can about your job.
- ✓ Keep up-to-date with new skills and organization changes.
- ✓ Doing more than is expected.

## Refer customers when you do not know the answer

- ✓ Be careful so that customers do not end up in an endless cycle of referrals leading to a dead end.



## Questions to ask the customer

- ✓ Did I answer all of your questions?
- ✓ Is there anything else I can do for you?

**Thank them for the coming in.**





## Questions to ask yourself

- ✓ Was I approachable and welcoming?
- ✓ Did I show interest?
- ✓ Did I listen attentively?
- ✓ Did I answer their question or give them service to the best of my ability?



Meet The Parents-Airport Scene  
“Greg has to wait”





**Make Their Day**

**Go beyond what the customer expects.**

- Look for ways to make the customer glad they came to your organization.

Ex: If possible take someone to the location they are trying to find instead of pointing the way.

## **Go beyond what the customer expects.**

- Tell customers what you can do when you cannot fulfill the request they way that they asked.
- Be pleasant and look like you really are happy to help them.
- Learn the customer's name and use it.

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# Attitude

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## Attitude Is Infectious

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- Attitude is the first thing people pick up on in face-to-face-communication.
- Before you say a word, your attitude creates an impression and can cause people to respond to you in the same manner.

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## Appearance is important

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- First impressions matter! Poor grooming sends a message of poor service.
- How you look determines how you feel. If you look professional, your attitude will be more professional.
- Body language is a result of mental attitude. Choosing a good attitude results in proper positive body posture.

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## Appropriate Body Language

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Tone of voice and body language influence how people perceive you.

- Proper posture
  - Sitting up conveys professionalism.
  - Slouching shows a of lack of interest.
- Facial expression
  - Smiling makes customers feel welcome.





# Appropriate Body Language

- Eye contact
  - Making eye contact makes the customer feel important and focuses your attention on them.
- Total Attention
  - Giving your undivided attention to the customer shows interest.
  - Turning away from personal activity keeps you from looking distracted or disinterested in their question.



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## Listen Carefully

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- **Stop Talking!**
  - You can't multi-task speaking and listening.
  - If you're talking, you're not listening.
- **This also applies to talking inside your head.**
  - If you're thinking intently about what you want to say, you're not listening to what is being said.

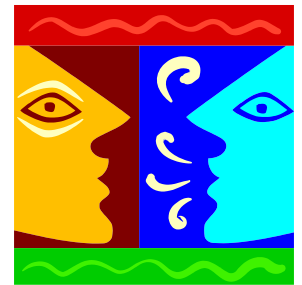


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## Ask Good Questions

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- Ask questions to show that you are genuinely interested.
  - You will better know how to help customers if you learn to ask good questions.
- People appreciate, respect and value others who are great listeners.



Reliability  
Efficiency  
Quality  
Service



- If you promise to do something for another person ... follow through.
- If you cannot fulfill your promise let the person know why you can't.
- Be consistent.

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## Be Dependable

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- Do your own job faithfully so that others can depend on what you produce.
- Often others cannot complete their job if your part is not complete.

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# Teamwork

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- Offer to help your fellow workers whenever you can.
- Encourage those you work with.
- Compliment others when they do a good job.
- Thank others when they lend you a helping hand.



## Fish! Philosophy

**PLAY**  
IS NOT A SPECIFIC GAME OR ACTIVITY. IT IS A STATE OF MIND THAT BRINGS NEW ENERGY TO THE TASKS AT HAND AND SPARKS CREATIVE SOLUTIONS.

**MAKE THEIR DAY**  
IF YOU FIND YOUR ENERGY LAPSING, FIND SOMEONE WHO NEEDS A HELPING HAND, A WORD OF SUPPORT, OR A GOOD EAR - AND MAKE THEIR DAY.

**BE THERE**  
BECOME ENGAGED WITH ALL YOUR HEART IN WHATEVER YOU DO - AND THRIVE!

**CHOOSE YOUR ATTITUDE**  
YOUR ATTITUDE IS YOUR REACTION TO WHAT LIFE HANDS YOU, AND ONLY YOU CAN CHOOSE THAT REACTION.

**FiSH!**

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## Special Circumstances

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A blue-tinted globe with text overlaid.

**HOW TO HANDLE THE  
IRATE, RUDE, UNHAPPY  
AND SOMETIMES  
ABRASIVE CUSTOMER.**

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## Telephone Etiquette

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- Be prepared:
  - ✓ Keep pen and paper handy to take down messages.
- Make sure to write down:
  - ✓ Name of person calling
  - ✓ Organization or office they represent
  - ✓ Phone number / Date and time of call
  - ✓ Message
- Leave the message where the intended receiver can find it easily.



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## Telephone Etiquette

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- Begin calls with a friendly greeting.
- Identify yourself and state where the customer is calling.
- Put a “smile” in your voice. Smiling relaxes the vocal chords.
- If the person gives their name, use it in responding to them.



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## Transferring Calls

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- Explain that you will need to transfer the call.
- Explain who you are transferring the call to and give the caller the name (if appropriate) and the number of that person or department.



Ex: “I need to transfer you to Amy in the \_\_\_\_\_  
office. The number there is \_\_\_\_\_.”

# Stay Calm

## Remember LEAPS:

**L**isten to what is said

**E**mpathize with the situation

**A**pologize

**B**e Positive

**S**uggest a solution

Ex: “I’m so sorry that happened”



## Irate Customers



Do not hesitate to find a Supervisor or staff member if you feel threatened or uncomfortable!

## Good Customer Service

Good customer service is often just a matter of common sense combined with good character.

Your efforts are important to the organization because without you the needs of organization can not be met.

You are a part of the team that helps to shape the image of the organization.

