



Training Solutions, Delivered!

CUSTOMER SERVICE COMMUNICATION

**Leader's Guide, Fact Sheet
& Quiz**

Item Number: 5215
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This easy-to-use Leader's Guide is provided to assist in conducting a successful presentation.

PREPARING FOR THE MEETING

Here are a few suggestions for using this program:

- a) Review the contents of the Fact Sheet that immediately follows this page to familiarize yourself with the program topic and the training points discussed in the program. The Fact Sheet also includes a list of Program Objectives that details the information that participants should learn from watching the program.
- b) If required by your organization, make an attendance record to be signed by each participant to document the training to be conducted.
- c) Prepare the area and equipment to be used for the training. Make sure the watching environment is comfortable and free from outside distractions. Also, ensure that participants can see and hear the TV screen or computer monitor without obstructions.
- d) Make copies of the Review Quiz included at the end of this Leader's Guide to be completed by participants at the conclusion of the presentation. Be aware that the page containing the answers to the quiz comes before the quiz itself, which is on the final page.

CONDUCTING THE PRESENTATION

- a) Begin the meeting by welcoming the participants. Introduce yourself and give each person an opportunity to become acquainted if there are new people joining the training session.
- b) Introduce the program by its title and explain to participants what they are expected to learn as stated in the Program Objectives of the Fact Sheet.
- c) Play the program without interruption. Upon completion, lead discussions about your organization's specific policies regarding the subject matter. Make sure to note any unique hazards associated with the program's topic that participants may encounter while performing their job duties at your facility.
- d) Hand out copies of the review quiz to all of the participants and make sure each one completes it before concluding the training session.

5215 CUSTOMER SERVICE COMMUNICATION FACT SHEET

LENGTH: 4 MINUTES

PROGRAM SYNOPSIS:

Every person that walks into your store or contacts you by phone or online is entitled to your respect, your assistance, and your attention. Yet 89% of shoppers have stopped buying from online stores after they experienced poor customer service. This is a lost opportunity because great customer service translates into more sales and repeat customers. Communication is the key.

Topics include having the right mindset for your workday, communication techniques for talking with customers on the phone or through email, and ways to keep yourself in the right mindset throughout the day.

PROGRAM OBJECTIVES:

After watching the program, the participant will be able to explain the following:

- Getting into the right mindset at the start of each shift;
- The tools needed for a successful day;
- The proper phone and email techniques to use when communicating with customers;
- Techniques to help recharge yourself throughout the workday;
- What managers can do to help their employees be successful.

INSTRUCTIONAL CONTENT:

BACKGROUND

- Every person that walks into your store or contacts you by phone or online is entitled to your respect, your assistance and your attention.
- Yet 89% of shoppers have stopped buying from online stores after they experienced poor customer service.
- This is a lost opportunity because great customer service translates into more sales and repeat customers.
- Communication is the key.

HAVING THE RIGHT MINDSET

- Every day, before answering the phone, rid yourself of negative beliefs. Train yourself to be positive and hopeful. Believe that you are very good at what you do because once believed, it manifests itself in body language, facial expressions and voice.
- Also ensure you're ergonomically comfortable and have a bottle of water close by.
- The call center is only as good as its customer service agents and each agent must have all the appropriate tools to make quick decisions. It is imperative each agent and all employees share one common knowledge base.
- Whether the contact is in store, by phone or by email, the company must ensure their policies and verbiage is consistent.
- This information should be posted on the bulletin board and the special computer file of every agent.

PHONE TECHNIQUES

- Now that the mindset and information is ready, let's review phone techniques.
- Always sound natural and use a positive tone. Be aware of your vocal qualities such as pitch, rate, inflection and timber. A monotone voice suggests that you're bored or disinterested.
- Very slow speeds suggest you're uncertain or disengaged. Abrupt speed suggests you're angry or agitated.
- A friendly tone with varying inflection shows enthusiasm and approachability.
- Speak clearly as inarticulateness causes tension and confusion. Enunciate your words and remember the average person speaks at a rate of 130 to 150 words per minute.
- Avoid lengthy sentences. Avoid eating or chewing gum and avoid the use of slang.

ANSWERING PHONE CALLS AND RESPONDING TO EMAILS

- You are now ready to answer a phone call or email.
- Remember your initial tone and interaction reveals your attitude and interest. Scripted greetings may sound false and inauthentic so customize a greeting that fits your personality as well as the company persona.
- Give your name clearly so the customer can write it down. Ask the customer for their name and ensure correct pronunciation.
- Ask open ended questions such as who, what, where, when and how. Clarify and handle their issue in a prompt and positive manner.
- Be aware of your customer's comfort zone. Anticipate the needs of the customer. Explain policies. Highlight pros and cons or suggest an alternative solution.

UPSELLING AND CROSS-SELLING

- Also keep in mind the art of upselling or cross-selling.
- Upselling is when a representative tries to persuade the customer to buy a more expensive item or service.
- Cross-selling is when the agent suggests related products or services to a customer in addition to their current purchase.
- At the end of the conversation, always ask if there is anything further you can do for them.

YOUR WORKDAY AND THE PROPER WORK ENVIRONMENT

- Now to avoid burnout, take periodic mental breaks.
- Take deep breaths and tell yourself how well you resolve issues and please customers.
- Managers, it's not that easy to find a great customer service representative; please create an environment that is friendly, supportive and comfortable.
- It is essential to have an open and transparent company culture.
- Recognize great customer service in a public way.

Give praise to these very hardworking individuals. They turn a negative into a plus.

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ANSWERS TO THE REVIEW QUIZ

1. a

2. a

3. a

4. c

5. b

6. d

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REVIEW QUIZ

The following questions are provided to determine how well you understand the information presented in this program.

Name _____ Date _____

1. What percentage of shoppers stop buying from online stores after receiving poor customer service?
 - a. 89%
 - b. 30%
 - c. 50%
 - d. 65%

2. Communication is the key to great customer service.
 - a. True
 - b. False

3. The call center is only as good as its customer service agents.
 - a. True
 - b. False

4. The average person speaks at a rate of ___ to 150 words per minute.
 - a. 80
 - b. 180
 - c. 130
 - d. 110

5. _____ is when the agent suggests related products or services to a customer in addition to their current purchase.
 - a. Upselling
 - b. Cross-Selling

6. Managers should provide an environment that is _____.
 - a. Friendly
 - b. Supportive
 - c. Comfortable
 - d. All of the above