



CUSTOMER SERVICE HOW TO EXCEL

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

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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.

5217 CUSTOMER SERVICE HOW TO EXCEL FACT SHEET

LENGTH: 5 MINUTES

PROGRAM SYNOPSIS:

The internet makes complaining easy, but comments and statistics are the roadmap to marketing and improvement. This video will demonstrate ways a company can excel using great customer service and how to deliver top quality customer service. Statistically, consumers are engaged, informed and have limited time to make purchases. Do not lose them due to poor customer service, poor telemarketing techniques, poor order processing or poor technical support. Every single person in your company should be caring for the customer in ways that exceed their expectations.

Topics include learning how easy the internet makes complaining, how companies can excel using great customer service and how to deliver top quality customer service.

PROGRAM OBJECTIVES:

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

- How the internet makes complaining easy;
- How a company can excel using great customer service;
- Ways to deliver top quality customer service.

INSTRUCTIONAL CONTENT:

BACKGROUND

- 76% of consumers believe the customer service they received shows how the company values them as a customer.
- 75% of consumers believes it takes too long to reach a customer service agent.
- 70% of complaining customers will do business with you again if you resolve the complaint in their favor.
- 60% of consumers state their expectations for customer service are higher now than they were just one year ago.
- Many customers think consistently rude customer service is a reflection of management behavior.

THE INTERNET AND CONSUMERS

- The Internet makes complaining easy. The comments and statistics are the road map to marketing and improvement. These statistics show consumers are engaged, informed and have limited time to make purchases.
- 97% of consumers use a search engine when they're buying a product.
- 96% of consumers use their mobile phone to research product information.
- 95% of millennials expect brands to have a Facebook presence.
- 88% of consumers are less likely to buy from companies who leave complaints unattended.
- 83% of consumers require some degree of customer support while making an online purchase.
- 77% of online shoppers use reviews to make a purchase decision.
- 40% of consumers require assistance within 5 minutes.
- 39% of millennials check a company's FAQ page first.
- 38% of people buy online because of low prices.
- 31% of shoppers say they'd be more likely to purchase after a live chat.
- 31% of consumers need online support immediately.
- 24% of American adults have posted comments or reviews online.

MANAGEMENT'S ROLE

- Statistically the customers are there; don't lose them to poor customer service, poor telemarketing techniques, poor ordering processing or poor technical support. Every single person in your company should be caring for the customer in ways that exceed their expectations.
- How does a company excel? It begins with management. Management sets the tone through training that inspires.
- They listen to feedback from customers and employees. They are proactive in providing superior service that will instill trust. 62% of employees are more motivated by approachable management.
- With management and employees on the same page, there is no reason you cannot expand your customer base.
- They will be a model of empathy, sincerity and patience. They will be an example of excellence in customer service.
- Management will make customer service part of compensation and will build a culture of cooperation with all departments. They will train staff on customer service policies and principles.
- They will check out the presentations of their competitors; and will use email and telemarketing to solicit feedback.

- Management will identify weaknesses and provide reliable solutions and will inspire staff with the latest in customer service techniques.

EMPLOYEE ROLE

- Employees will be knowledgeable on all policies, procedures, and principles; and will strive to develop long-term relationships with your customers.
- Employees will know how they behave reflects their values and the values of the company.
- Employees will respond to customers promptly with first call resolution and will listen attentively and treat customers with respect.
- Employees will admit when a mistake occurred, and they will focus on the issue and resolve it properly.
- Employees will honor advertisement and guaranteed commitments. Always let the customer know it was a pleasure to assist them.

CUSTOMER SERVICE HOW TO EXCEL

ANSWERS TO THE REVIEW QUIZ

1. a

2. c

3. b

4. b

5. b

CUSTOMER SERVICE HOW EXCEL
REVIEW QUIZ

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

Name _____ Date _____

1. Many customers think rude customer service reflects management behavior.
 - a. True
 - b. False

2. What percentage of online shoppers used reviews to make a purchase?
 - a. 24%
 - b. 95%
 - c. 77%
 - d. All of the above

3. Employees are the model of empathy, sincerity, patience and are the example of excellence in customer service.
 - a. True
 - b. False

4. Blaming the customer for what they're calling about is the way to handle any complaint.
 - a. True
 - b. False

5. Always let the customer know _____.
 - a. What the weather is like where you are
 - b. It was a pleasure assisting them
 - c. What new products you have coming out