



Training Solutions, Delivered!

CUSTOMER SERVICE SKILLS REQUIRED

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

Item Number: 5218
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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.

5218 CUSTOMER SERVICE SKILLS REQUIRED FACT SHEET

LENGTH: 6 MINUTES

PROGRAM SYNOPSIS:

Qualities of a great customer service representative are knowing the importance of high emotional intelligence and the training needed for a customer service agent. It takes a very special individual to excel at customer service. The skilled individual is adaptable, articulate, attentive, caring, compassionate, confident, curious, flexible, friendly, goal-oriented, helpful, kind, motivated, patient, persuasive, a problem-solver and tenacious. For those who may not possess every quality, they can be learned and will serve you well throughout your career.

Topics include knowing the importance of emotional intelligence, the training needed to be a customer service agent, and the qualities one needs to possess to be a good customer service agent.

PROGRAM OBJECTIVES:

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

- Qualities of great customer service representatives;
- The training needed to work with customers;
- What it takes to succeed in the customer service field.

INSTRUCTIONAL CONTENT:

BACKGROUND

- Good customer service is the lifeblood of any organization.
- 83% of online shoppers will abandon a purchase or take their business elsewhere if they aren't helped within five minutes.
- 43% of consumers see companies as helpful but not doing anything special to keep their business.
- 70% of buying experiences are based on how the customer feels they are being treated. How a company addresses these statistics determines the quality of their customer service.
- Good customer service fully satisfies the questions and needs of the customer.
- Good customer service ensures brand loyalty and repeat shopping. It takes a very special individual to excel at customer service.

QUALITIES NEEDED FOR CUSTOMER SERVICE REPRESENTATIVES

- It takes a very special individual to excel at customer service. The skilled individual is:
 - Adaptable
 - Articulate
 - Attentive
 - Caring
 - Compassionate
 - Confident
 - Curious
 - Flexible
 - Friendly
 - Goal oriented
 - Helpful
 - Kind
 - Motivated
 - Patient
 - Persuasive
 - A problem solver
 - and tenacious.
- In addition to computer skills, a calming presence and an effective team player, the talented individual should have the ability to actively listen, use positive language, be concise and to the point, understand basic human psychology, create a rapport with customers, converse positively with frustrated or angry customers, work well under pressure and manage stress.

BECOMING A GOOD CUSTOMER SERVICE REPRESENTATIVE

- It might appear that we're overstating the qualities needed in a customer service representative, but it must be recognized that almost anyone can create or deliver a product or service but not everyone has the skill to develop a close relationship with the customer.

- In a way, they are the driving force behind your organization. In fact, they are probably the most persuasive speaker in your company since they often turn problems into solutions.
- However, statistics show that good customer service representatives are hard to find.
- Ranked by customers: efficiency, answers questions or handles transactions quickly - 33%, empowered, power handles requests without transfers or escalations - 29%, courteous, is polite and cordial in addressing customers - 17%, human, connects with customers personally and shows empathy - 14%, consultative, gives relative information about products and services - 7%.
- Perhaps more bluntly put, 1/3 of customers say they'd rather clean a toilet than speak with customer service. More politely put, the number one reason customers say they switched companies is because they feel unappreciated.
- American companies lose over 62 billion dollars each year because of poor customer service.
- Here's your opportunity to make a difference, increase sales and excel.

HIRING THE RIGHT EMPLOYEES

- It starts with hiring a customer service representative with the right skillset, someone who looks for innovative ways to improve the art of customer service, a person who has high emotional intelligence, which is the ability to recognize and manage one's own emotions as well as the emotions of others.
- Next, ensure your customer service representative has a complete understanding of company policies, procedures, processes and product specs. It is imperative that they have the tools necessary to make rapid decisions.
- 70% of customers who have left companies say they would have stayed if their issue had been resolved in a single transaction.
- Constant ongoing training is a must. Train your customer service representatives on a variety of topics such as how to guide the conversation to a positive outcome, how to focus on the solution, how to show that you value the customer, how to be mentally flexible, how to use assertiveness techniques, how to listen and truly understand the customer's issue, how to avoid word for word scripts.
- These topics and more will help you win and retain valuable customers and set you far apart from your competitors.
- A unique way of looking at a customer service representative is that of an actor. The actor learns their craft, then interprets material in a way that makes each moment an experience.
- The same is true for a customer service representative.
- By using voice, posture and emotion, the agent connects with their audience, the caller.
- By using social skills and positive dialogue, the customer service representative and customer connect.
- No matter what transpires, nothing should ever be taken personally because it is the actor that always has self-control and direction, especially if a customer doesn't.
- As a customer service representative, you're on the front lines and your armor is thick skin and your winning technique is empathy.
- You truly make a difference!

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ANSWERS TO THE REVIEW QUIZ

1. c

2. e

3. b

4. a

5. b

6. a

CUSTOMER SERVICE SKILLS REQUIRED
REVIEW QUIZ

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

Name _____ Date _____

1. Good customer service is the _____ of any organization.
 - a. Downfall
 - b. Highlight
 - c. Lifeblood

2. Which of the following skills should a customer service representative possess?
 - a. Articulate
 - b. Compassionate
 - c. Flexible
 - d. Patient
 - e. All of the above

3. Management is the driving force behind any organization.
 - a. True
 - b. False

4. American companies lose over 62 billion dollars each year because of poor customer service.
 - a. True
 - b. False

5. No matter what happens, you should take whatever happens personally.
 - a. True
 - b. False

6. As a customer service representative, you make a difference for your company.
 - a. True
 - b. False