Customer Service – What Is It & What Does It Look Like?

PROFITT Curriculum
Soft Skills Module 13
Lesson A

Customer Service Introduction

Customer Service is not a department or area in a micro-enterprise
It's an attitude!

In your opinion, what does this statement mean in the business of braille transcribing?

Write two statements that explain this statement…

Customer Service Today

“If you make customers unhappy in the physical world, they might each tell 6 friends.

If you make customers unhappy on the Internet, they can each tell 6,000 friends”

Jeff Bezos, Founder & CEO,
Amazon.com
Defining Customer Service

Sample operational definitions:

- A micro-enterprise’s ability to effectively meet the customers' wants and needs
- The ability to provide services or products as agreed
- Words used to describe actions of taking care of customers in a positive manner
- Working with others as you would want someone to work with you
- Any contact between a customer and your operation causing the customer to form a negative or positive view
- Dedication to providing value and worth inclusive of your attitude, knowledge, technical support and quality of service in the time expected
- A set of characteristics or behaviors showing care and a can do attitude

How would you define Customer Service?

Which of these statements do you agree with?

Are there any that you disagree with?

Good Customer Skills

- Product Knowledge
- Communication & Listening Skills
- Problem-Solving & Decision Making Skills
- Professionalism
- Goal Oriented & Timely
- Confident
- Workplace Diversity

In the Moment

- Handle Complaints Gracefully
  - Respect diversity & differences
  - Listen
  - Validate
  - Paraphrase
  - Work toward positive solution
- Stay Calm
- Stress Your Commitment
  - Service & Product Quality
- Stay Positive & Focused
- Use the 3-E Approach
  - Exert Extra Effort
Personalize Customer Service

• Write your customer service “Tagline”

• Definition of a Tagline
  – A key phrase identifying your business by capturing the essence of three elements:
    • Your mission
      – A statement that is clear, not clever.
      – What is the purpose of your micro-enterprise?
    • Your promise
      – What are the benefits a customer receives from your services
      – What’s in it for them & what they get from you
    • Your brand
      – Your tagline must reflect your business image
      – Differentiate yourself from the competition
      – Show your business personality

Sample Taglines from Companies

• Nike
  – Just do it
• Timex
  – Takes a licking & keeps on ticking
• GE
  – Brings good things to life
• Apple Computer
  – Think different
• McDonalds
  – I’m Lovin’ It
• BurgerKing
  – Have It Your Way
• Dairy Farmers
  – Got Milk?
• Staples
  – That Was Easy