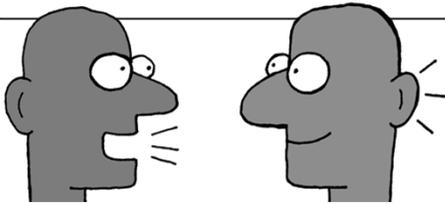


Customer Service Skills



Improved Customer Experience

Facilitated by Kimberly A. Ferguson
Excel Service Consulting, LLC
www.kfergspkaks.com

Before We Get Started

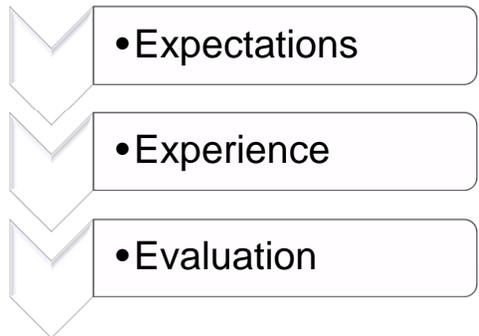
- ❖ Welcome ←
- ❖ Who am I?
- ❖ General Housekeeping
 - Expectations
 - Breaks
 - What This Workshop Is / Is Not
- ❖ Introduction Activity

2

AGENDA

- Customer Service Review
- Communicating in Difficult Situations
- Career Insights Assessment
- Developing a Winning Attitude for Success

The Service Journey



- Expectations
- Experience
- Evaluation

10 Actions For Service Excellence

1. Know who is boss
2. Listen
3. Identify & anticipate needs
4. Make the customer feel important

10 Actions For Service Excellence

5. Train the customer
6. Use the power of "YES"
7. Know how to apologize
8. Go above and beyond

10 Actions For Service Excellence

9. Encourage feedback

10. Treat your team with respect

Effective Communication

Communication is simply a two way process of exchanging ideas, information or transmitting verbal and non-verbal messages.

Why do we communicate?

- ❖ Get information
- ❖ Motivate
- ❖ Praise
- ❖ Get feedback
- ❖ Sell
- ❖ Greet
- ❖ Etc.

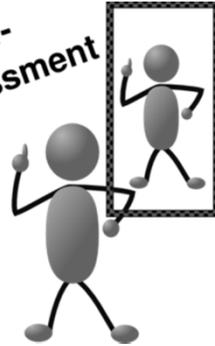
Difficult Situations

Effective Communication in Difficult Situations

- ❖ What are some difficult, stressful, or hectic situations that you encounter in the workplace?
- ❖ How do these situations impact communication?

SELF-ASSESSMENT ACTIVITY

Self-Assessment



How effective are you?

❖ ALWAYS ASSESS

Effective Email Communication

Activity

Create a list of your top 3 effective communication rules that you would like everyone in the organization to follow.

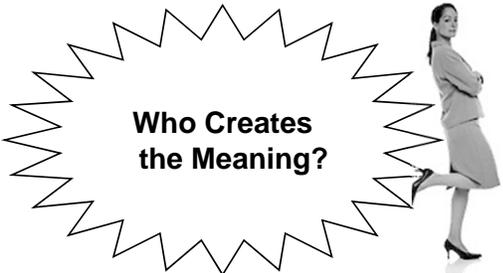
Is This Always True?

Communications is the key to achieving all of our goals.

WHAT DID YOU MEAN??

What You SAY or WRITE Doesn't Always Effectively Communicate Your Meaning!

Who Creates the Meaning?



What Do You Think

Class Activity!

As a class, let's talk about this:

- 1) Characteristics of an effective communicator

Are You Making An Impact?



Impact Comes From 4 Factors:

- ❖ Personality
- ❖ Appearance
- ❖ Competencies
- ❖ Differentiation

*Dan Schawbel
Personal Branding Expert

Are You Making An Impact?

The 7% - 38% - 55% rule



7% Verbal
93% Nonverbal

Source: Mehrabian and Ferris Study in the 60s

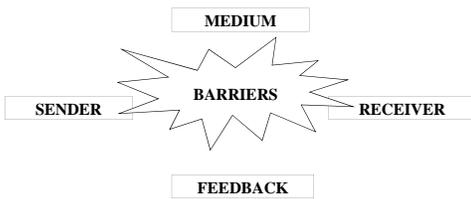
Are You Making An Impact?



**In general:
people retain approximately 4% of content, but always remember 100% of the way the experience made them feel!**

from Dan Schawbel and Lou Longo:
"Personal Branding Comes to the Rescue when Speaking Publicly"

Process Of Communication



Studies tell 70% of mistakes in the workplace are a direct result of poor communication.....

<http://www.crmlearning.com/blog/index.php/2013/10/communication-counts/>

Barriers To Communication

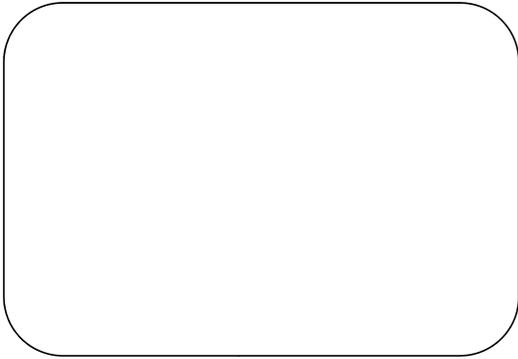
In the workplace, what are some things that have gotten in the way of effective communication?

One Way Communication Demo

INSTRUCTIONS

- The demonstrator will give directions to draw a series of squares.
- Draw the squares exactly as they are told by the demonstrator.
- You may not ask questions nor give audible responses.
- Demonstrator should give directions from behind the group so he/she cannot see the participants.

One Way Communication Demo



Communication Styles

- ❖ **Passive**
 - withdraws, avoids
- ❖ **Aggressive**
 - hostile, confrontational, bad attitude
 - rarely takes responsibility/blames others
 - pushes, dominates, interrupts
- ❖ **Assertive**
 - takes responsibility for managing communication and outcome
 - respects all those involved in communication
 - Open/direct in regards to emotions/needs

Communication Styles

Assertive	Passive	Aggressive
Least stressful Faces problems Gains respect of others Claims rights; is respectful of others' rights Makes own choices Possesses self-confidence	Stress-producing Avoids problems Allows self to be manipulated by others Gives up rights Lets others choose Lacks self-confidence	Stress-producing Blames or attacks others instead of solving problems Takes advantage of others, is often feared and avoided. Disregards others' rights Chooses activities for others Often hostile, demanding, and egotistical

Source: Enhancing Communication and Developing Collaboration, Celeste Gray RN, MSN

Communication Styles

In summary:

Aggressive

I am direct in expressing my needs, wants and opinions and I give no thought to other people's.

I win, you lose

Passive

I do not express my needs, wants and opinions directly. I put others' needs above my own.

I lose, you win

Assertive

I clearly express my needs, wants and opinions in a way which is considerate of others

I win, you win

Communication Styles

Table 2-2 Comparison of Assertive, Passive, and Aggressive Communication Styles

Assertiveness (win-win position)	Passiveness (lose-win)	Aggressiveness (win-lose)
<ul style="list-style-type: none"> • "I or me" statements • Respect personal rights and those of others • Confidence • Honesty and appropriate responses • High self-esteem • Risk taker • Says no without undue guilt or anxiety • Direct eye contact • Erect posture • Clear and normal voice tone • Congruent facial expression 	<ul style="list-style-type: none"> • Puts others' needs ahead of own • "Your needs are more important than mine" • Low self-esteem • Highly anxious • Avoids conflicts • "People pleaser" • Permits others to violate rights • Difficulty expressing true or honest feelings • Apologetic • Poor eye contact • Stooped posture • Whiny voice tone • Timid body language • Difficulty saying "no," and when it occurs feels anxious and guilty • Somatic complaints, stress-related physical and mental health problems 	<ul style="list-style-type: none"> • "You" and blaming statements • Meets personal needs with little regards for the rights of others • Loud • Infringes on the rights of others • Intrusive • Glaring eye contact • Intimidating • Embarrassing • Frightening

Source: Communication Training/Chapter 2, Perry C. Hanavan, Au.D.

4 Phases of Successful Communication

- ❖ The Buildup
- ❖ Reflection
- ❖ The Conversation
- ❖ The Follow-Through



Communication

Before talking

Ask yourself...

- ❖ What is the main purpose/aim?
- ❖ Who will receive it?
- ❖ What is the likely attitude of the listener?
- ❖ How much does he need to know?
- ❖ Is my timing right?
- ❖ What is the main subject?
- ❖ Are the major points clear?
- ❖ Is there any ambiguity?

7c's Of Communication

COURTEOUS

CONCRETE

CONCISE

COHERENT

CLEAR

COMPLETE

CORRECT

Be a STARR Communicator

★

S – Specific

T – Time-bound

A – Action-driven

R – Relevant

R – Realistic

Be A Problem Solver

PROACT TECHNIQUE

- PR** -- Problem
- O** -- Objectives
- A** -- Alternatives
- C** -- Consequences
- T** -- Trade-offs

Managing Difficult Situations

P PAUSE

A ACKNOWLEDGE

C CLARIFY

THEN RESPOND

S19

Managing Difficult Situations

PAUSE

- ❖ Don't take it personally
- ❖ Hold back on your impulsive response
- ❖ Diffuse your tension by breathing out
- ❖ Give the other person a chance to let off steam



Managing Difficult Situations

ACKNOWLEDGE

- ❖ Show you are listening
- ❖ Work hard to see the situation from their perspective then ...
- ❖ Reflect back on what they said and how they might feel
- ❖ Use their name – it's a great diffuser and personalises the interaction

S19

Managing Difficult Situations

CLARIFY

- ❖ Ask questions to fully explore their problem
- ❖ Check back your understanding of the situation
- ❖ Flag questions and personalise them e.g. 'So Mr. Jackson, I'd like to make sure I've understood the problem correctly'

Managing Difficult Situations

RESPOND

- ❖ Keep an assertive and sympathetic tone, but match their pace (initially at least)
- ❖ Offer suggestions confidently
- ❖ If you cannot do something say why not and immediately link it with a "can"

S19

Managing Difficult Situations

RESPOND

- ❖ If the person still insists on what you can't do – re-instate the constraint and work together for a suitable situation
- ❖ Get agreement

Handle Complaints Effectively

- ❖ Listen carefully to the complaint.
- ❖ Repeat the complaint back and get acknowledgment you heard it correctly.
- ❖ Apologize.
- ❖ Acknowledge the customer's feelings.
- ❖ Explain what action you will take to correct the problem.
- ❖ Thank the customer for bringing the problem to your attention.

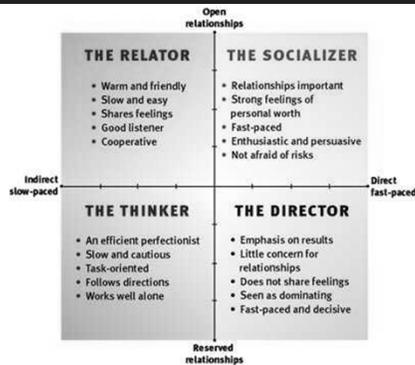
S20

Get Difficult Customers on Your Side

- ❖ Do not take it personally.
- ❖ Remain calm. Listen carefully.
- ❖ Focus on the problem, not the person.
- ❖ Reward yourself for turning a difficult customer into a happy one.
- ❖ When all else fails, ask for help.

S22

Activity Time!



Essentials Of Listening in Hectic Situations

Unit Two

1. Face the speaker and maintain eye contact.
2. Be attentive, yet relaxed.
3. Keep an open mind to the speaker's message – try to feel what the speaker is feeling.
4. Listen to the words and try to picture what the speaker is saying.
5. Do not interrupt and do not impose your "solutions."

Essentials Of Listening in Hectic Situations

6. Wait for the speaker to pause to ask clarifying questions - ask questions only to ensure understanding of something that has been said (avoiding questions that disrupt the speaker's train of thought).
7. Give the speaker regular feedback, e.g., summarize, reflect feelings, or simply say "uh huh."
8. Pay attention to nonverbal cues -- to feelings, tone of voice, inflection, facial expressions, gestures, posture.
9. Be aware of potential barriers that impact your ability to listen

Preparation Is Key!

Which
Which method will you be using?

What
What is the main point you want to convey?
What result do you want?



Preparation is Key!

Who Is Your Audience?



Audience Information
Job Role
Responsibilities
Knowledge Base
Learning Styles
Purpose (MIIFM)

Why is this important?

LISTEN UP!

10 Steps to Effective Listening

- Face the Speaker and make eye-contact
- Be ready to serve
- Be open-minded/ non-judgmental
- Concentrate on what is being said
- Don't interrupt
- Wait for the speaker to pause to ask clarifying questions only
- If topic goes off track, steer the conversation back on track
- Empathize
- Give feedback & summarize!
- Pay attention to non-verbals



Source: <http://www.forbes.com/sites/womensmedia/2012/11/09/10-steps-to-effective-listening/>

Effective Communication

We all have different communication styles!

- ❖ No Style is right or wrong.
- ❖ Style is directly related to personality.

Tips for Maintaining Interest

- ❖ Manage your delivery!
- ❖ Use your eyes, face, appearance, stance
- ❖ Use your voice
 - Tone
 - Projection
 - Pace
- ❖ Use your speech (repetition, voice, plain language)



RECAP: Effective Workplace Communication:

1. Focus on the **purpose** of your message
2. Focus on your **readers** (Audience)
3. Satisfy document requirements (Documentation style; visuals; data)
4. Get to the point (Concise, uncluttered sentences)
5. Provide accurate information (Research)
6. Present your material logically
7. Express yourself clearly (Grammar; Proofreading)
8. Use efficient wording (Word Choice)
9. Make your ideas accessible (Clarity)
10. Use lists for some information (organized bullets)
11. Format your pages carefully (be neat and leave white space)
12. Manage your time efficiently (Meet deadlines)

Thank you!

❖ Kimberly A. Ferguson (@kfergspeaks)
info@kfergspeaks.com