

CUSTOMER SERVICE TECHNIQUES EXERCISE

Place a ✓ besides the ones that you already implement, a * by the ones that you should implement and an x by ones that are not relevant.

1. Answer the enquiry promptly.
2. Always talk with your head held up.
3. Do not slouch in your chair.
4. Speak slowly and clearly especially when you introduce yourself and your company.
5. Never interrupt.
6. Listen carefully to the customer.
7. Do not jump to conclusions.
8. When providing complex information, regulate the pace that you speak, also use small pauses when necessary.
9. Avoid the use of jargon, unless you are speaking to a specialist.
10. Tell customers what you CAN do, not what you cannot do. E.g. Provide alternatives or state when you can meet their request.
11. If the person the caller wants to speak to is not available, offer the customer the choice – to take a message or to get relevant person to contact the customer.
12. Do not have 2 conversations at the same time.
13. Take pleasure in dealing with enquiries – customers can tell.
14. Offer ownership of the customer's enquiry, do not wait to be asked.
15. Demonstrate that you are listening to the customer.
16. When necessary show your understanding of customer's request – summarise.
17. Always clarify if you are unsure.
18. Give a reason for the customer to slow down when giving you information, such as *"I will make notes to ensure that I have taken down all the correct information, can I ask that when you are providing the details that you take your time so that I have the time to write."*
19. Ask open questions to gain information.
20. Justify the need to ask a question if necessary.
21. Use the 5 W's (plus H) as a good check list for gaining information.
22. Identify customer's name at earliest possible convenience.
23. Give your name as soon as you know that you will be handling their query.
24. If appropriate give your name in the introduction.
25. Make notes of the customer's request – do not try to remember it in your head.
26. Offer an alternative solution if their original request is not possible.
27. SMILE!
28. Never swear, even if the caller does.
29. Know when to apologise and when to empathise.
30. Build a rapport with the customer, but be careful about being over familiar.
31. Use assertive communication.
32. Have all relevant information to hand.
33. Summarise the conversation at the end of the call.
34. End the conversation with confirmation of the agreed action, ask if there is anything else.
- 35. Thank the customer for their enquiry – End positively!**