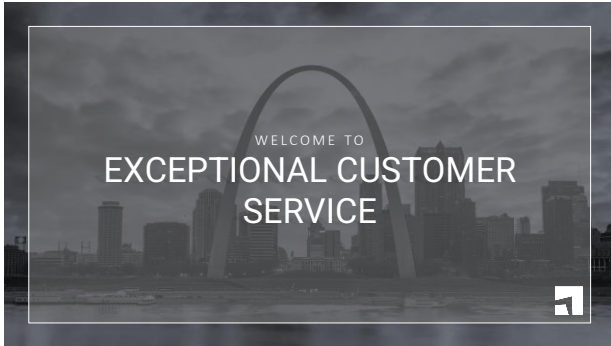




Exceptional Customer Service



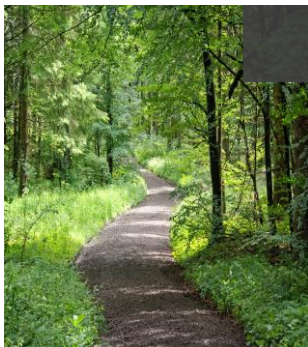
1



2

VIRTUAL LEARNING KEYS

- ALL participants will be muted/unmuted by Producer
- CHAT Feature – At the “TOP” – select “ALL Panelists and Attendees”
- Technical Questions- Send a CHAT to the Producer

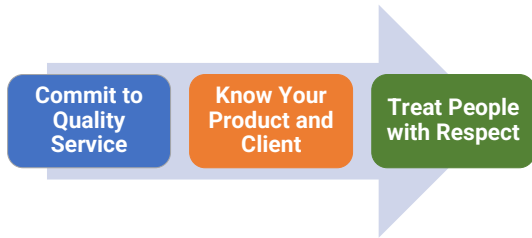


3

AGENDA

1. Discuss 3 Pillars of Customer Service
2. Review Assertive Communication Fundamentals
3. Understand Keys to Managing Difficult Customers
4. Apply Best Practices for Email and Phone Use

CUSTOMER SERVICE PILLARS



4

COMMIT TO QUALITY SERVICE

- The Wow Experience
- Leave a Lasting Impression
- Go Above and Beyond
- Follow Up Regularly



5

KNOW YOUR PRODUCT AND CLIENT



- Tailor Your Solution
- Understand Major Pain
- Check for Change
- Consider Easy Solutions
- Remove at the Root

6

CUSTOMER SERVICE AND RESPECT

- Keep Promises
- Assume Customers Are Telling the Truth
- Don't Leave Customers Hanging
- Make it Easy to Buy
- Professional Communication
- Focus on Making New Customers



7

ASSERTIVE COMMUNICATION TOOLS

I Statements

Empathy

Escalation

Ask for More Time

Change Your Verbs

Fogging



8

EMPATHY AND ESCALATION

Empathy

Example: 'I understand that you are frustrated with the project, but it needs to be completed by Friday. Let's come up with a solution together.'

Empathy in communication is understanding while still being professionally directive.

Escalation

Example: 'The last time we spoke, we agreed on a set time for completion. That due date has passed. If I don't receive your report by the end of today, I will . . .'

Escalation is becoming firmer as you follow up to get things completed or resolved.

9



ASK FOR MORE TIME


- Provide Reason
- Be Firm
- Be Realistic

Why are we so hesitant to ask for more time?

10

CHANGE YOUR VERBS

From:	To:
• Could	• Will
• Should	• Want
• Need	• Choose To
• Have To	




11

FOGGING

Fogging is all about managing criticism from others.

4 Step Process:

1. **Receive the criticism professionally**
2. **Acknowledge:** 'I appreciate that feedback'
3. **Agree:** 'I can see your point'
4. **Control:** 'Let me consider your input and get back with you'



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MANAGING DIFFICULT CALLS



13

SELECTING EMAIL



Email is a good choice for communication in these situations:

- Getting a message to a large number quickly
- The message is not time-sensitive.
- Documentation of what and when is important
- Reader may need the information for later reference
- Viewer may want to share your details with others



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SELECTING OTHER FORMATS

Email is a poor choice for communication when:

- Negotiating details that can change as discussions progress
- You need an immediate response
- The tone of a message could be emotional charged
- You want to create impact about a serious situation (termination or lawsuit)
- The information is highly confidential



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CLEAR AND CONCISE EMAILS

One Thing
Rule

Stick With a
Structure

Proofread

Five
Sentences

Remove
Acronyms

Active Voice



16

ONE THING RULE



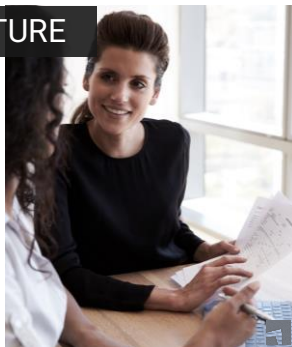
Bottom line, what is the one thing you absolutely need your audience to take away from your email message?




17

STICK TO A STRUCTURE

- Greeting
- Compliment or Pleasantry
- Purpose
- Call to Action
- Closing
- Signature



18



PROOFREAD YOUR EMAILS

- Spelling
- Thin the Herd
- Bottom Line
- Appropriate Readers
- 5 Sentences
- Acronyms

Before you hit send, take the extra time to proofread the message.

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USING ACTIVE VOICE


Passive	Active
<ul style="list-style-type: none">• The project will be finished by my team.• The decision was made by me.• The deadline was determined by Finance.	<ul style="list-style-type: none">• We will finish the project.• I made the decision.• Finance determined the deadline.

Active Voice is easier to read because it focuses on the person taking the action.

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EMAIL TONE BEST PRACTICES

- Create Your Message With the Reader in Mind
- Keep Your Subject Line to One Topic
- Use a Professional Opening Line
- Avoid the Blame Game
- Discuss What Can Be Done
- No Fair Yelling
- Remove Negative Words
- Introduce Your Attachments



21

PREPARING TO CALL

Remember to have these items ready before calling:

- Pen
- Paper
- Client or Project-Related Information
- Questions to Cover
- Your Goal
- Calm Place



Take notes during the call if necessary.

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PHONE BASICS

Calling

1. Say Hello
2. Identify Yourself and Your Company
3. Ask for the Person to Whom You Want to Speak

'Hello. This is Joe Smith from Acme Industries, calling for Ms. Anderson concerning the April conference. Is she available?'

Answering A Call

1. Good Morning/Afternoon
2. Identify Your Company
3. Identify Your Self
4. Ask How You Can Help

'Good Morning. Acme Industries. This is Joe Smith. How can I help you today?'

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PHONE MANNERS

- Ask for Caller's Name and Use Once
- Please and Thank You
- Pleasant Tone
- Smile and Sit Up
- Ask Before Using Hold
- Bad Days and The Phone
- Avoiding Eating, Chewing Gum, Gulping Drinks
- Mute to Sneeze or Cough



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FINISH STRONG



Summarize

Next Steps

Anything
Else?

Thank
Them



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ITEMS COVERED TODAY

1. Discuss 3 Pillars of Customer Service
2. Review Assertive Communication Fundamentals
3. Understand Keys to Managing Difficult Customers
4. Apply Best Practices for Email and Phone Use



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FINAL QUESTIONS

- Recording/Slides – AAIM U.
- If I couldn't get to your questions today or if you think of questions later, please email me directly: leadfirst@aaimea.org



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Corporate Membership

Compensation

Compliance

Background Screening

Recruiting & Talent Acquisition

HR Consulting

Training

Leadership Development



Missouri

12851 Manchester Road
Suite 150
St. Louis, MO 63131

Indiana

450 E. 96th Street
Suite 500
Indianapolis, IN 46240

Florida

43 Skyline Drive
Suite 1001
Lake Mary, FL 32746

Illinois

300 Hamilton Blvd
Suite L110
Peoria, IL 61602