

# Mastering Customer Service

Essential Skills for Front Office Staff and Technicians

Lexie Hagle



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## What is Customer Service?

Customer service is the practice of supporting customers:

- ❖ Before
- ❖ During
- ❖ After their purchase

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## Why is Customer Service Important?

- Customer service is ongoing.
- Customer interaction = Customer's journey with your company

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Customer Service  
is not a department.  
It's an attitude.  
~ Mo Hardy

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## Soft Skills vs. Hard Skills

### Soft skills:

- Personal Attributes/Behavior Traits

### Hard skills:

- Technical Abilities

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## Examples of Soft vs. Hard Skills

### **Soft skills:**

- Active Listening
- Attitude/Communication
- Empathy

### **Hard skills:**

- Knowledge of Product/Service

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Treat the customer  
as if you are the  
customer.

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## Essential Customer Service Skills

### Positive Attitude & Communication

- Warm greeting
- Smile
- Professional manner
- Use his or her name
- Develop a relationship

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Your smile is your  
logo,  
your personality is  
your business card  
and the way you make  
others feel is your  
trademark.

~ Jay Danzie

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## Building Customer Relationships

- Know customers
- Understand customers
- Personal touch
- Reward
- Exceed

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## Essential Customer Service Skills



### Active Listening

- What are the needs?
- What are the wants?
- What are the concerns?
- Ask questions!



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## Essential Customer Service Skills



### Empathy

- Understand the customer's issue
- Be aware of the customer's feelings
- Put yourself in the customer's shoes



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## Essential Customer Service Skills



### Adaptability

- Embrace change
- Positive ways for change
- Willingness to learn
- Comfort zone
- Be confident



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## Essential Customer Service Skills



### Transparency

- Clear communication
- Honesty
- Pricing/Service
- Share updates



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## Essential Customer Service Skills

### Patience & Tenacity

- Be mindful
- Take your time
- Be patient
- Deep breaths
- Practice pausing
- Respond



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Now where did I put that "How to keep your desk tidy" memo??

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## Essential Customer Service Skills

### Organization & Time Management

- Prioritize
- Know where your resources are
- Clean workspace
- Document



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## Tips for Ending a Phone Call

- Summarize
- Express gratitude
- Polite farewell
- Follow up
- Apologize



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## Essential Customer Service Skills

### Knowledge (Service Offerings & Technical)

- Service offerings
- Pricing & Policies
- Equipment/Troubleshooting
- Train & learn



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*Don't find customers  
for your products.  
Find products for your  
customers.*

*Sell the problem you  
solve, not the product.*

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## Essential Customer Service Skills

### Problem Solving

- Define/understand problem
- Goal to achieve
- Cause
- Gather info
- Strategize
- Decide
- Implement



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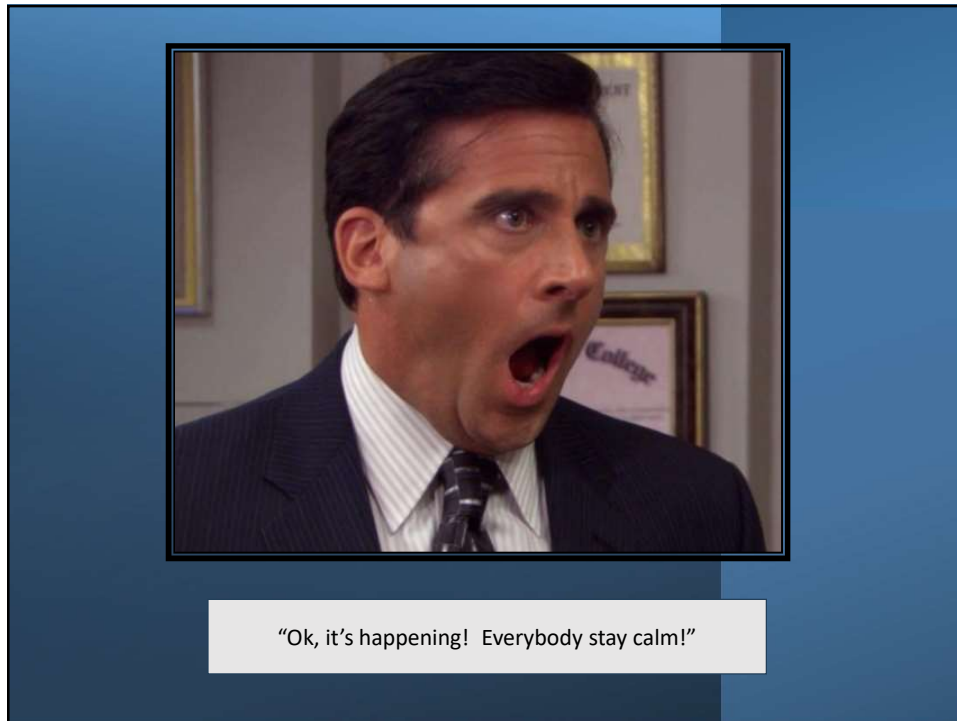
## Essential Customer Service Skills

### Humor

- Use with caution
- Use correctly
- Helps to diffuse
- Changes attitude



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## Essential Customer Service Skills

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Conflict Resolution

- Stay calm
- Don't blame
- Don't take offense
- Avoid escalation
- Be humble
- Solve



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## Positive Phrases

- It's my pleasure!
- Thanks for choosing us!
- I'll find you a solution.
- You made my day!

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## Phrases to Reword

- 1) Sorry for rescheduling.
- 2) Sorry to bother you.
- 3) Does that make sense?
- 4) I don't get it.
- 5) Sorry for the mistake.

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# Tips for Field Technicians

- Punctuality
- Preparation
- Engage
- Professionalism
- Communicate
- Customer Education

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<b>TECHNICIAN HOURLY RATE</b>	
<b>STANDARD</b>	<b>\$100/HR</b>
<b>IF YOU WATCH</b>	<b>\$150/HR</b>
<b>IF YOU "HELP"</b>	<b>\$175/HR</b>
<b>IF YOU WORKED ON IT FIRST</b>	<b>\$200/HR</b>
<b>IF YOU TELL ME HOW TO DO MY JOB</b>	<b>\$250/HR</b>

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## How to Nurture Customer Service Skills

- Initial training
- Continuing/ongoing education
- Support employees

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## Don't Miss Opportunities

The biggest source of lost revenue could be from clients whom you never reached.

Take advantage of opportunities for potential business.

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## Customer Experience

Don't deliver a product or service.  
Deliver an experience.

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Customers may forget  
what you said but  
they'll never forget  
how you made them  
feel.

~ Carl Buehner

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# 2024 Best Customer Service

According to Forbes.com

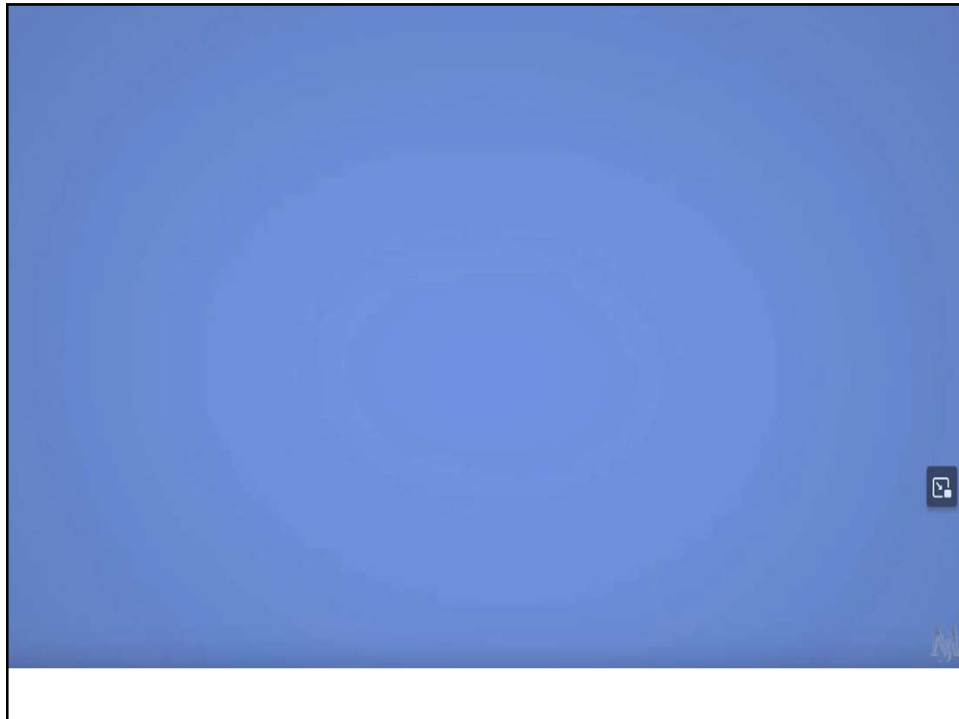


- The UPS Store
  - Chick-fil-A
    - REI
      - USAA
- Trader Joe's

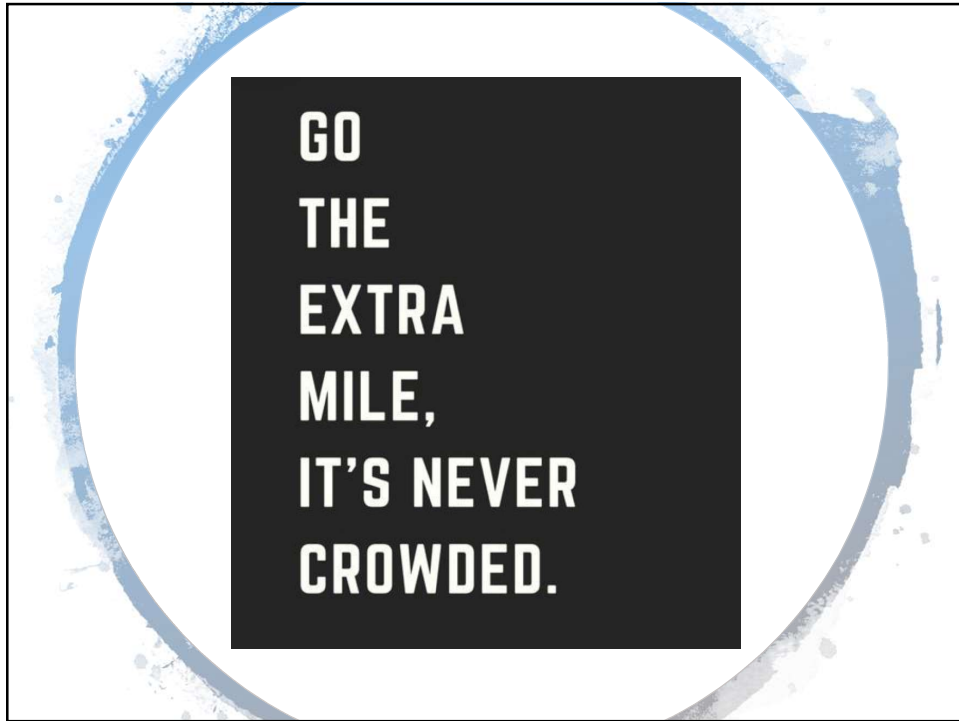
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**Consortia Can Help!**

If you are interested in customer service training for your company, please let us know.

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