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Customizable Soft-Skills Courseware

# What Customers Really Want



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HRDQ-U  
IDEAS FOR LEARNING

## Course Objectives

- Explore the concepts and benefits of extraordinary customer service.
- Set extraordinary customer service standards.
- Identify ways of building customer rapport.
- Be an influential communicator.
- Implement strategies to stay cool and avoid burnout.

## Defining Extraordinary Service

- Extraordinary: Beyond what is usual, ordinary, or regular
- Extraordinary service: Going beyond what is expected, “out-of-this-world” helpfulness



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## Who Is Your Customer?

In short, we need to think of everyone as our customers.



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## Moments of Truth

A moment of truth is any time a customer comes in contact with your organization and thereby forms an impression of it.



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## Lifetime Value of a Customer

The total revenue they will bring to your organization across their entire relationship with you.



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## Cost of Poor Service

- Acquiring a new customer:  
5 times the cost of retaining a customer



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## Understanding Strategic Objectives

It is essential for all aspects of an organization to be aligned to the same strategic vision



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## Transforming Employees into Ambassadors

- Employees who view themselves as “owners” of a company will tend to be ambassadors and not just cogs in a wheel.



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## How the Customer Defines Service Excellence

- ?
- ?
- ?
- ?



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## How the Customer Defines Service Excellence

- Reliability
- Responsiveness
- Speed
- Competence
- Value
- Friendliness



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## Seven Steps to Resolving Customer Complaints

- Listen actively
- Listen for feelings, then facts
- Paraphrase and record
- Determine expectations
- Provide a solution
- Confirm the resolution
- Follow up

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## Treat the Customer as a Unique Person

- View your organization from your customer's perspective.
- Individualize and personalize the service you deliver.



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## Active Listening

- Eliminate distractions.
- Suspend judgment.
- Don't interrupt.
- Tolerate silence.
- Take notes.
- Ask questions.
- Paraphrase to confirm understanding.



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## “Mirroring”



- Match the customer’s rate of speech.
- Be aware of an “interruption gap.”
- Mirror the “loudness” of a person’s energy and body gestures—up to a point.

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## Controlling the Call

- Take ownership of the call.
- Avoid having the customer repeat information.
- Restate the problem back to the customer.
- Make your word “golden.”



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## Friend

- Act as host.
- Make customer feel comfortable.
- Do not make promises that cannot be kept.
- Use initially or when customer has experienced poor service.



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## Detective

- Solve problems.
- Be persistent.
- Use when the customer has a problem.



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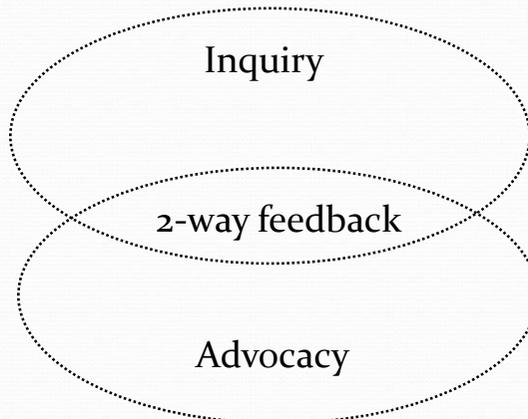
## Teacher

- Gently educate.
- Never be condescending.
- Use when customer is unsure or misguided in what they need.



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## Inquiry/Advocacy Model



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## Saying “No” Positively

Negative Phrase	Positive Phrase
No.	
I can't.	
We won't.	
That's not my job.	
It's not my fault.	
Calm down.	
I don't know.	
The computer lost your information.	

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## Customer-Focused Explanations

- State your purpose.
- Build your case.
- Be constructive.
- Be realistic.



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## Five Steps to Remaining Calm

1. Breathe.
2. Control adrenal responses.
3. Change your self-talk.
4. Put the situation in context.
5. Move on from an angry customer.



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## Positive Self-Talk

"This customer must be having a bad day."

"This is not about me."

"I can fix this problem."

"This is only one customer."

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## How to Calm an Angry Customer

1. Lock in.
2. Let them vent.
3. Empathize.
4. Match energy.
5. Restate emotion and content.
6. Problem solve.
7. Bail out.



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## Avoiding Burnout

- Avoid/relieve stress.
- Maintain a positive attitude.



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## Principles of Exceptional Customer Service

- Customers think of themselves as people who need your help.
- Customers talk to YOU, not the “company.”
- You must CARE about your customers.
- Don’t just listen—learn.



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## Principles of Exceptional Customer Service (cont.)

- Don’t just solve problems—create opportunities.
- Great service starts with a good attitude.
- There’s only one judge of great service—**THE CUSTOMER.**



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