

The Basics of Customer Service

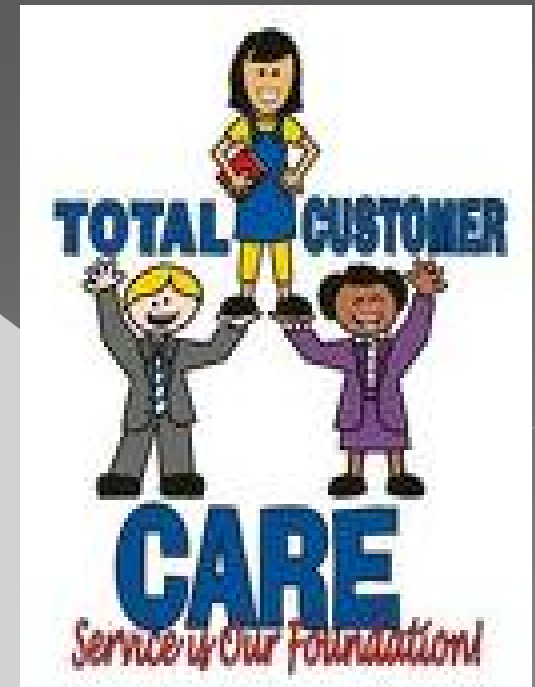
An Essential Guide



3 Main Steps to Good Customer Service

One:

- Listen to the Customer
 - > Don't assume
 - > Ask discovery questions
 - > Watch non-verbal cues



3 Main Steps to Good Customer Service, cont.

- ◉ Appreciate the customer
- ◉ Be Aware of Body Language
 - Make eye contact
 - Smile
 - Nod your head
 - Don't ignore your customer



3 Main Steps to Good Customer Service, cont.

Two:

- Identify and Anticipate Customer Needs
 - think ahead about what your customer may need
 - Make it available to them
 - Give them more than what is expected

3 Main Steps to Good Customer Service, cont.

Three:

- ◉ Admit to making mistakes
 - don't judge
 - Admit your mistakes
 - Value complaints



How to Handle Complaints

- ◉ Listen
- ◉ Ask questions to clarify
- ◉ Take notes
- ◉ Address guests feelings
- ◉ Suggest alternatives
- ◉ Thank the guest
- ◉ Begin work on a solution
- ◉ Follow-up



Internal Customers

- ◉ Don't forget about your internal customers
 - don't prejudge them
 - treat them as individuals
 - manage time and tasks effectively



Customer Service Basics: Service with a Smile

DVD available from LearningZonexpress –
information available from our booth in
the exhibit hall

Information at:

www.learningzonexpress.com

The W.H.A.T Factor

- ◉ **Welcome:** immediately greet customers in a friendly and professional manner
- ◉ **Hear:** ask customers how you can help, and listen carefully
- ◉ **Accomplish:** own the issue and take action until customers' needs are satisfied
- ◉ **Thank:** thank the customer and invite them to return

W.H.A.T. makes great customer service!



Mary Levinski, FACS Instructor
mary.levinski@isd47.org

Thank-you!