Customer Service

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To access online information go to:

* [www.exsciencefcc.weebly.com](http://www.exsciencefcc.weebly.com)
* Click Exercise Science 1 link
* Hover on Classwork tab
* Click on Employability Kills Link
* Click On Customer Service
  + Password: Customer

Directions:

* Complete the online seminar and questions below
* As you complete the seminar notate any spelling/grammar errors on the last page. 1 bonus point per error found awarded.

1. Research verifies that the only way to achieve customer’s loyalty is to consistently \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. True or False: Customer expectations can be complex.
3. Define the following:

Technical Needs:

Personal Needs:

1. Companies must provide you with what to meet the technical needs of customers?
2. What is the number 1 reason customers go to competitors?
3. What percentage of people goes to a competitor because they are dissatisfied with a product?
4. What percentage of dissatisfied customers complains to someone at the company?
5. A dissatisfied customer will usually tell \_\_\_\_\_ other people about their negative experience.
6. A satisfied customer will tell approximately \_\_\_\_\_ other people about their positive experience.
7. It costs \_\_\_\_\_\_ times more to attract a new customer than it does to keep a good one.
8. What are two things needed to create a long-term personal relationship with a customer?
9. True or False: Building relationships by meeting and exceeding your customer’s expectations is not an achievable goal.
10. What are the five personal needs of customers?
11. Complete the self-assessment (You do not have to register. When it asks if you want to save your test click no, thanks. You can also skip the research questions and just click score test).
    1. What was your soft skill ranking?
    2. What areas do you feel that you could improve upon to increase this score?
12. What are the four basic elements of successful interactions with customers?
13. What are things customers will judge you on when they first meet you?
14. If you create a positive first impression you’ll find it is much \_\_\_\_\_\_\_\_\_\_\_\_\_ for you to proceed with the rest of the service interaction.

1. Effective greetings include the following elements:
2. Define the following:
   1. Clear
   2. Caring
   3. Confident
3. You are a waiter/waitress at a local restaurant. Ask another student role play as a customer. Provide an initial greeting to her as if you just walked up to his/her table.
   1. How was your pace?
   2. How was your clarity?
   3. How friendly were you?
   4. What can you do to improve your greeting?

1. What skill is the most important in developing lasting customer relationships?
2. Listening is critical in understanding:
3. How is your listening?

|  |  |  |  |
| --- | --- | --- | --- |
| Question | | Yes | No |
| 1 | Sometimes I interrupt others |  |  |
| 2 | Sometimes, I listen without my full attention |  |  |
| 3 | I listen exclusively for facts |  |  |
| 4 | I usually listen and think about what I am going to say next |  |  |
| 5 | I already know about most situations that bother others |  |  |
| 6 | Sometimes, I jump to conclusions |  |  |
| 7 | I find myself interjecting comments when I am listening to others |  |  |

*If you answered yes to any of the above questions you can probably take steps to improve your listening skills. The section on ineffective listening may be beneficial.*

1. What are the 7 signs of ineffective listening?
2. Effective listening requires\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. You can \_\_\_\_\_\_\_\_\_\_\_ a lot faster than you can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. Remember, the goal is not just to \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ but also to \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
5. People need \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to know that they’ve been \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and that their feelings and perceptions are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. The way you respond to the \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ the customer says plays a major role on determining \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ you relate to \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
7. Give examples of technical and personal needs

|  |  |
| --- | --- |
| Technical | Personal |
| a. | a. |
| b. | b. |
| c. | c. |
| d. | d. |

1. What can you say to assure the customer that you can take care of the problem?
2. Why is empathizing important if a customer is angry or upset?
3. What can you say to someone to empathize with them?
4. What happens when you apologize to a customer?
5. What can you say to someone when apologizing?
6. Whenever you complete a specific task you should ask what question?
7. What are some ways to assure a stronger relationship with a customer?
8. To the customer, you are the company. To assure a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ relationship, it’s important to \_\_\_\_\_\_\_\_\_\_\_\_\_ a personal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at the end of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
9. What can you do to reaffirm a personal connection?
10. What are the two guidelines about assuring relationships?
11. Customers are the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of any business.
12. What are the rights of customers?
13. You need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to your customers and notice as their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ change over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. As customer expectations increase, so must your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ those \_\_\_\_\_\_\_\_\_\_\_\_ expectations.
14. BONUS: Record any spelling/grammatical errors. Must include a general description where the error is located. 1 point per error.