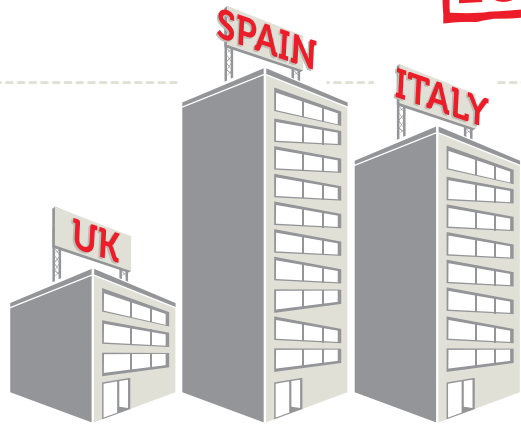


FIRST IMPRESSIONS

Is customer service a key differentiator?
Businesses respond differently depending
on where they're based...



Yes: **29%** Yes: **88%** Yes: **77%**

Source: Epson Business Council Report

DROPPING YOUR EMOTIONAL BAGGAGE

You can choose who you want to be at work. Leave your baggage at the door and give yourself a fresh start every day. Don't let your problems become your customer's problems or you'll end up in a negative spiral. Enjoy the positivity of helping people.



STANCE

Make a great first impression, remember your **STANCE**.

Smile, have a friendly **T**one, your **A**pppearance is important, as is using the customer's **N**ame. Always be **C**ustomer Focussed and maintain **E**ye Contact so they are engaged and feel valued.



HOW TO APPROACH PEOPLE

Be aware of your body language. Be available and open; don't put barriers of any kind between you and visitors. Have a genuine smile, be natural and stay alert.

REMOVE BARRIERS
HAVE A GENUINE SMILE



STAY ALERT
BE NATURAL

A HUMAN TOUCH

Remember, your customers are also your guests, so acknowledge them straight away, especially if you aren't able to serve them immediately. Keep your approach fresh - you may have done this a thousand times but this is their first impression. Use the human touch, to give them an excellent first impression.

ACKNOWLEDGE CUSTOMERS STRAIGHT AWAY

KEEP IT FRESH

USE THE HUMAN TOUCH. YOUR APPROACH
WILL SHAPE THEIR EXPERIENCE



THE POWER OF BEHAVIOUR

Top three bad service gripes:

Rude staff - 50%

Timeliness - 19%

Inability to fix problems - 19%

Source: Cognito



BEHAVIOUR BREEDS BEHAVIOUR

People mirror the behaviour of others. Your behaviour will affect how others behave, for good or bad, so be aware of what you're doing and how you're doing it.

- Positive behaviour elicits a positive response

PEOPLE MIRROR THE BEHAVIOUR OF OTHERS



CHOOSING YOUR BEHAVIOUR

- Behaviour isn't fixed, it's a variable
- Choosing the right behaviour at the moment of truth is critical
- It isn't particularly difficult to do
- It's about awareness and discipline

BEHAVIOUR CAN HELP OR HINDER

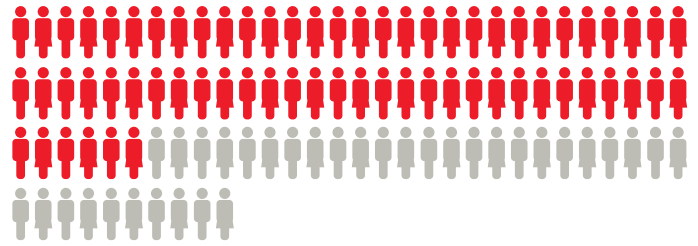
Your behaviour can help or hinder a transaction. Think about your verbal behaviour: don't dominate conversation and remember to listen actively.

Think about your visual behaviour: is your body language open and personable? Keep these two things in check for smoother, more pleasant transactions.

- Your behaviour can be a help or a hinderance
- Behaviour can be expressed visually or verbally

CUSTOMER TYPES

66% of UK consumers believe customer service has either stayed the same or deteriorated over the past three years.



Source: Cognito

MR RUDE

Never go into battle with a rude customer, that's just what they want you to do. Don't surrender either. Stand your ground, be polite and neutral.

BE POLITE
AND NEUTRAL

DON'T
SURRENDER

DON'T GO
INTO BATTLE



DON'T GET
COMPETITIVE
BE TACTFUL
BE RESPECTFUL



MRS ARROGANT

Don't get cheesed off with arrogant customers. Be respectful. Put yourself in their shoes and imagine how they want to be seen. Avoid confrontation and awkwardness by being tactful.



KEEP THEM
ON SUBJECT
DON'T GIVE UP

MR CHATTY

If you have a chatty customer, use closed questions to keep them on subject and don't give up – even if they do drive you up the wall!

MRS PICKY

Never rush a picky customer. Understand the reason behind their need for extra detail. Use your product knowledge to give them a clear picture and if you don't know, offer to find out. Try and remain friendly.

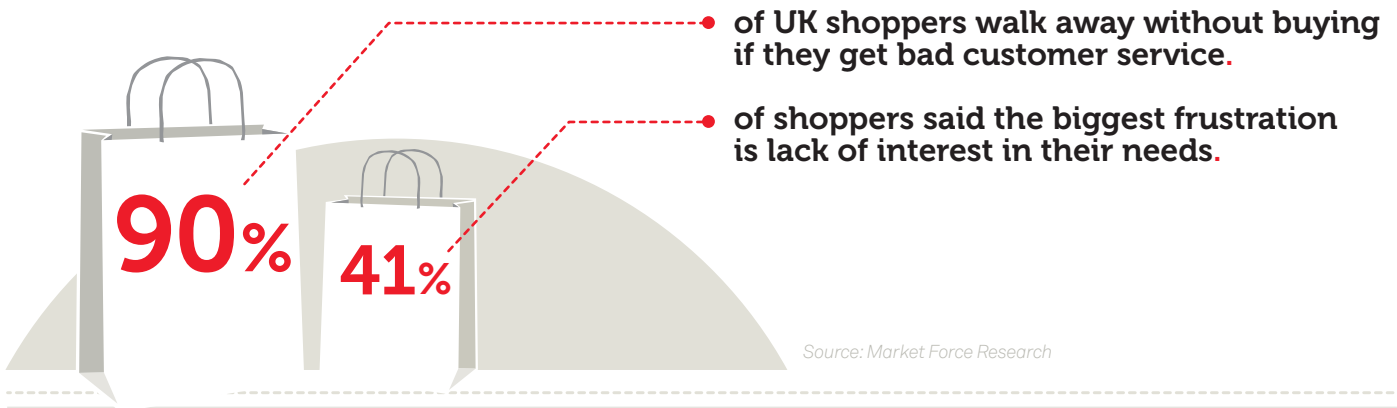
DON'T RUSH THEM

REMAIN
FRIENDLY

UNDERSTAND THEIR
NEED FOR DETAIL



ADVISING THE CUSTOMER



KNOWING YOUR STUFF

Knowing your stuff gets the customer on side. You should have a detailed knowledge of what you've got – your product range and its features. You should also know your policies, as well as having a wider knowledge of the business and the market landscape.



FINDING OUT WHAT THEY WANT

Customers don't always know what they want. Whatever service you provide, encourage your customers to open up. Listen to their needs, desires and concerns.

- Customers don't always know what they want
- Encourage them to open up
- Listen to them

GETTING INTO THEIR HEAD

The customer may need something more than they're asking for. Try to get to the truth of the matter by asking questions.



SHOWING THEM THE BENEFITS

Features like 'it's got auto-tension' are **factual statements** but they won't entice customers to buy. A benefit (like 'it's incredibly comfortable') answers the question 'What's in it for me?' People buy benefits – so explain them to them.

Features are factual statements

Benefits are value statements



COMMUNICATING EFFECTIVELY

Top 5 reasons for losing customer loyalty:

- 1 Being transferred between staff
- 2 No response to an email
- 3 Length of time on hold
- 4 Being unable to reach a human
- 5 Unknowledgeable staff

Source: Oracle Report

USING YOUR VOICE EFFECTIVELY

Think about your pitch, pace and tone and use your natural voice when engaging customers.

Be warm and medium paced, without being smarmy or twittery. Try engaging customers by following their voice patterns a little, but don't mimic them.

- Use your natural conversation voice

- It's not just what you say it's the way that you say it!

- Mirror pitch, pace and tone to engage

QUESTIONING TECHNIQUES

To get to know your customers and their needs, use closed questions to get facts, open questions to learn more, and recall questions to build a history.

Use open, closed and recall questions...

Q Closed
Closed questions can be answered with one word and can be useful for getting facts.

Q Open
Open questions tend to start with who, what, why, when, where and 'open up' a conversation.

Q Recall
Recall questions start the thinking process and can help to start a conversation.

To help guide and control your customer's interest, use a variety of questions...

QUESTION TYPE	WHAT DOES IT DO?	WHEN IS IT USEFUL?
Leading question	Guide a customer to a defined course of action or choice	Closing sales
Rhetorical question	Checks understanding	To let a customer know you have been listening
Assumptive question	Helps when someone is undecided	When someone's not sure what they want

CUSTOMERS ON THE PHONE

How do people contact the customer service team?

Source: Rakuten



FIRST IMPRESSIONS ON THE PHONE

When you're on the phone, answer right away and use a verbal handshake. Smile as you talk, and introduce yourself.

CONTROLLING THE CALL

Control your call by sticking to a structure: ask open questions when you need to and show that you are listening. Record and repeat information so the caller feels connected.

USE OPEN QUESTIONS

SHOW THAT YOU'RE LISTENING

RECORD AND REPEAT INFORMATION

AGREEING ACTIONS

When closing the call, don't leave your customer 'lost at sea'. Agree actions and how they'll be followed up. Volunteer useful information and agree the next steps.

1. Agree actions and how they'll be followed up
2. Volunteer useful information
3. Agree next steps ✓

ONLINE CUSTOMERS

51% of people expect a response to an online complaint

85% never receive one.



Source: Maritz Research


EMAIL AND WEB CHAT

When emailing and in web chat, you can be more informal than you might in a letter, but don't take it too far. Check your emails, and respond promptly to those requesting action. Above all, be polite and don't email when angry!

- Emails can be more informal than letters
- Check what you've written before you send it
- Respond promptly to emails requesting action
- Don't email angry

SOCIAL MEDIA AND THE CUSTOMER

When using social media, empathise with customers publicly, but take one-to-one discussions away from the public eye. Remember, you represent the company, and don't over promise.

- 
- Empathise publicly
 - Take one-to-one discussions away from the public eye
 - Don't over-promise

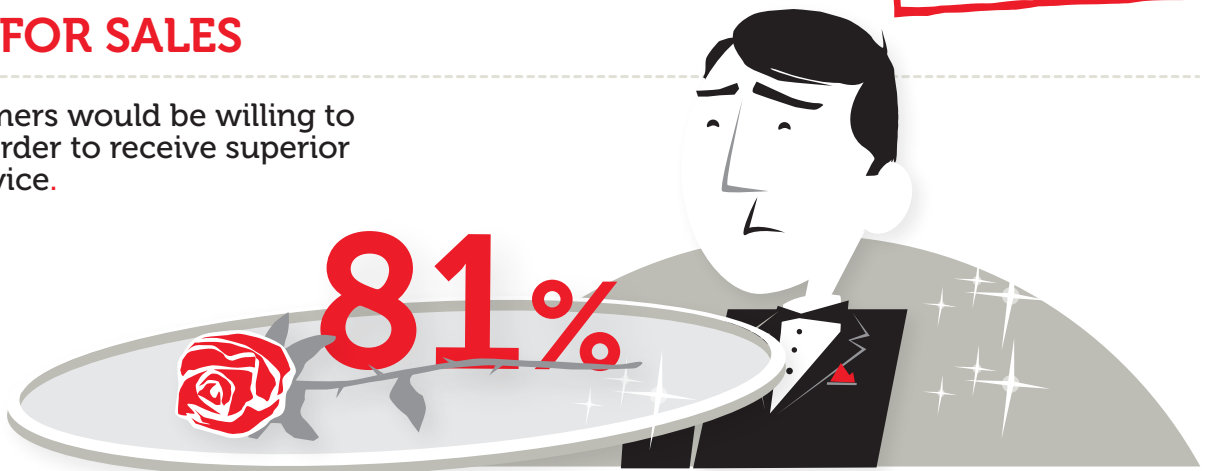
SOCIAL MEDIA AND YOU

On social media you're never fully off duty. Make sure you maintain high personal standards. Don't be critical of the company, colleagues or customers.

- 
- You're never fully off duty
 - Maintain high personal standards
 - Don't be critical

SERVICE FOR SALES

81% of customers would be willing to pay more in order to receive superior customer service.



Source: Oracle

DISCOVERING THEIR NEEDS

Even they might not be sure what they are. Explore with open questions and discover more about them. Listen and check the facts, you may discover more... and watch out for clues – there might be more services or products you can offer.



EXPLORE THE REQUEST

LISTEN AND CHECK

WATCH OUT FOR CLUES

STORYTELLING

Share positive stories from your customers to bring your products or services to life.

- Stories help bring your products or services to life

- Think about the positive stories your customers have shared with you



DEALING WITH OBJECTIONS

When dealing with customer's objections don't panic – play it cool. Don't focus on the objection – instead, put it in perspective, or outweigh it with compensating factors.

DON'T PANIC! PLAY IT COOL

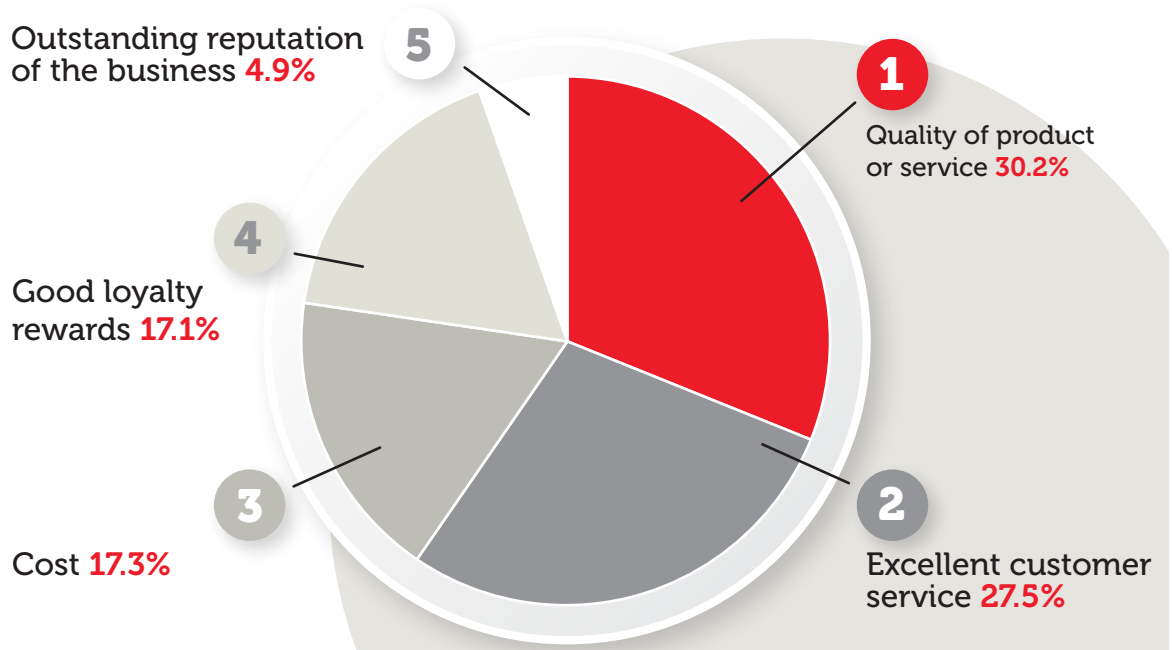
MAKE THE OBJECTION SPECIFIC

PUT IT IN PERSPECTIVE

GIVE COMPENSATING FACTORS

AFTER SALES

Top 5 factors behind customer loyalty:



Source: Portal

COMPANY LOYALTY

To the customer, you are the organisation, so don't rubbish the company. You are key to building the customer's faith in the organisation so be proud of where you work and what you do.



TEAM AND CUSTOMER LOYALTY

You are part of a team, so be loyal to your colleagues - support them and what they do. Be loyal to your customers too, you are not there to judge them and it will help you get the best for them.



WHEN THINGS GO WRONG

91% don't always complain when they receive poor customer service

40% think organisations don't care

Source: Rapide



LISTENING TO THE CUSTOMER

When dealing with a complaint, listen and empathise, don't sympathise. Allow the customer to talk - don't get defensive, and summarise your understanding before offering solutions.

ASKING THE RIGHT QUESTIONS

When dealing with complaints, ask open questions to understand the issue and closed questions to confirm a resolution. Don't let your emotions control you, be polite and remain positive.

LISTEN AND EMPATHISE

DON'T GET DEFENSIVE

ASK OPEN QUESTIONS TO UNDERSTAND THE ISSUE AND CLOSED QUESTIONS TO CONFIRM A RESOLUTION

HANDLE YOUR EMOTIONS



GETTING TO A SOLUTION

- Involve the customer in the solution
- Ask them what their preferred solution would be
- Offer options