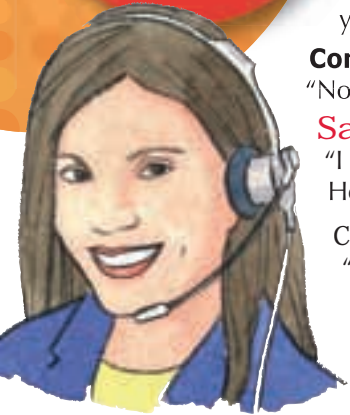


Tune Up Your Service Speak



What you say and how you say it are key elements to excellent service. Take a look at these phrases you may have heard yourself say. There's a better way to satisfy your customers.

Common phrase:
"No, that's not right."

Say it better:
"I see your point. However, I think ..."

Common phrase:
"There's nothing I can do."

Say it better:
"Let me know how I can fix this."

Common phrase:
"This is what we're going to do."

Say it better:
"I'd like to hear your ideas."

Common phrase:
"I don't know."

Say it better:
"I'm not sure about that. Let me do some research and call you back."

Common phrase:
"You need to ..."

Say it better:
"We can work together on this."

What you say can make or break a service experience for both you and your customer. Think before you speak and become more service savvy.

As you listen, avoid behaviors such as tapping your fingers, jiggling your foot or crossing your arms. Smile and keep your facial expression interested and inviting. Verbally acknowledge what people say. Ask questions and take notes if needed.

Sharpen Up These Service Skills

Put these skills in your arsenal, and become a master of good service no matter what the situation.

Follow-through. Never assume that things turned out fine. Call back, pay a visit or write a note to make sure your customer is satisfied with how things went.



Rapport building. Treat people as individuals and make them feel special.

Decision making. Come to customers with choices, options and solutions. Be strong and decisive about what you will do for people.

Clear communication. Make your written and spoken words clear and concise, friendly and inviting. Remember that listening is half the battle.

Integrity. Stay true to your values and work to build a successful relationship, interaction by interaction.

Organization. Keeping promises requires being organized about your work. Manage your time, keep track of what you've offered and always meet your deadlines.

Sense of humor. It's important to take service seriously, but not too seriously. A friendly laugh and the ability to see the funny side of situations can help people feel comfortable with you.

The final word on good service: Give the people who depend on you what they want with integrity, respect and understanding. Make every interaction a positive one and your service skills will shine.

Five-star Service

Keys to a Great Work Experience



Good Service Starts With a Smile

Why smile? A smile makes people feel at ease, reduces tension and helps everyone who sees it feel more upbeat. So before you dive into the customer service strategies in this brochure, start with the simplest and most effective customer service technique: Turn up the corners of your mouth. You might find that you feel better and that those around you do as well.

The Golden Rule of Service

There's no real "secret" to good service. It's actually quite simple just treat others the way you would like to be treated.

You might think that if you don't work in a service industry or have direct contact with customers, you don't need to worry about good service. Consider

this: Every time someone makes a request of you, whether it's your boss, a co-worker, an employee or a customer, that person becomes your "client."

Aim for Stellar Service

The people you come in contact with can sense low energy, disengagement and distraction. Let your good service shine:

★WATCH your body language.

Sit up straight, keep your posture relaxed and open, and avoid fidgeting.

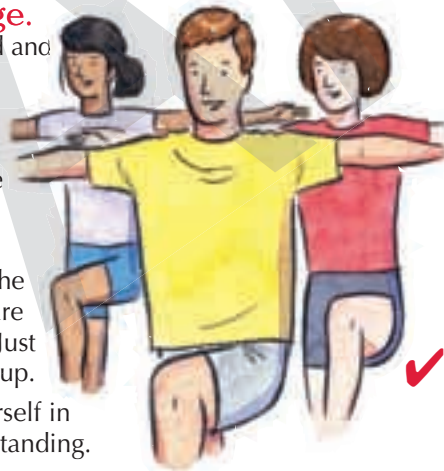
★TUNE UP for high performance.

Eat well, get plenty of rest and exercise most days. Manage stress in healthy ways so that it doesn't get you down.

★Be **HONEST**. If you don't know the answer to someone's question or you are unsure of what to do next, just say so. Just be sure to pursue solutions and follow up.

★**PRACTICE empathy**. Put yourself in the other person's shoes and be understanding.

★**STAY one step ahead**. Stay up-to-date with developments in your field, and continually refine your skills and knowledge.



3 SECRETS OF GOOD SERVICE

1 COOPERATE!

No matter what kind of client, customer service often involves collaborating. You collaborate well with others when you build trust ... acknowledge other points of view ... see yourself on the same side instead of "me" against "them"... listen ... are generous ... put competition aside ... help the other person feel valued.

2 APPRECIATE!

"Customer appreciation" might make you think of getting a free toaster at the bank. It's much deeper than that. Cultivate a true appreciation for the people who need you and what you have to offer. Show you care by doing your best for them. Remember the power of "thank you."

3 MAKE IT RIGHT!

Perhaps good customer service skills are never needed as strongly as when a mistake happens and a customer is dissatisfied. Fix the situation and get your relationship back on track with these tips:

- ✓ **Take responsibility.** Acknowledge that a mistake was made and own up to it.
- ✓ **Apologize.** Make your apology simple but honest and genuine.
- ✓ **Act like a problem solver.** Give your customer the confidence that you will correct the problem.

✓ Listen with empathy.

Nod and use phrases such as "I understand" or "I hear what you are saying" to help them feel acknowledged.

✓ Ask what will make things better.

Don't just go with the easiest solution. Find out what your customer wants and expects.

✓ Follow through.

After the problem has been solved, check in to make sure everything is going smoothly and everyone's expectations have been met.



First impressions count. The first 30 seconds of a meeting, phone call or conversation often set the tone for the entire interaction and cement the other person's opinion of you.



BAD NEWS TRAVELS FAST

People who have a bad customer service experience will tell about 10 other people about it. People who have a positive experience will make a recommendation to only about five friends or colleagues.

