

## CUSTOMER SERVICE TRAINING 2013

### WELCOME

- Thank you for coming.
- Commend – Positive comments on Customer Service Cards returned – 98% positive
- Refresher training – again nothing new
  - Customers/Residents matter. Our jobs exist because of them. Our job/obligation is to service our residents/customers to THEIR satisfaction so that our other encounters can be positive
  - Police a little different
    - “Please” and “May I” might not be appropriate. But thanking them for cooperating doesn’t hurt
    - Keeps you from becoming apathetic to situations
    - May result in a more cooperative criminal – THERE’S ALWAYS HOPE!
  
- SHOW VIDEO (17 MIN.)

### HIGHLIGHTS

- CUSTOMER PART of Customer Service
  - Opening Greeting
    - Remember to introduce self
  - Closing Greeting
    - Is there anything else I can help you with?
  - Keep interruptions/distractions to a minimum
    - Be mindful of not interrupting our co-worker when they are dealing with customers/residents

- TRANSFERRING CALLERS – See handout – 6:02 in video
  - Listen
  - Ask permission
  - Provide contact information in case call is lost
  - Warm transfer vs. blind
- SERVICE part of Customer Service
  - Product Knowledge
    - Know what your department does
    - Know the basics about other departments
    - Make recommendations (also known as upselling or cross-selling) for better option where it makes sense
      - On line bill paying VS. writing a check/making a trip to pay in person
      - Offer personal meter read option vs. DPW meter read
      - Offer weekly night parking option vs. daily
  - Dealing w/angry customers
    - First LISTEN
    - Second – FIND COMMON GROUND
    - Third – REDIRECT THE CONVERSATION TOWARD RESOLUTION
    - Fourth – NEVER THROW THE ORGANIZATION OR CO-WORKER UNDER THE BUS
  - Problem Solving – OWNERSHIP
    - Take OWNERSHIP of the situation, even if the problem is not YOURS
    - Try to resolve
    - Know your authority level
      - What you have been empowered to do
        - Public safety clerks – release 1<sup>st</sup> ticket
        - DPW – allowed to pick up that extra bag of garbage
        - CSA – throw a few cents in for a check that was short

## Think Service

- Handout (tri-fold)
  - Think Silence (means to allow time for the customer to explain w/o judgment)
  - Think Follow Through/Up
    - Follow up phone call or email to say “received your request/the information you sent/inquire if the issue was handled”
      - Potholes fixed
      - Lights back on
      - Issue resolved
  - Think Positive Attitude
    - Sincere, not a front
    - Smile in the voice
    - It comes across to everyone
  - Think Opportunities
    - Every problem is an opportunity to at least exercise your problem solving skills and be creative
  - Think Organization
    - We are customer service and how we respond to customers reflects on our organization, the Village of Shorewood
  - Think Ownership
    - Own the issue EVEN IF IT’S NOT YOURS
    - Get the customer to the proper department/person
  - Think NEW Golden Rule
    - Treat customers the way they want to be treated
      - Some may want a quick, simple response and not need all the details – give them that
      - Some want the details – give them that
  - Think Memory Maker
    - Make someone’s day, everyday (Wednesday’s Touch – last year’s video)

- People remember how they felt about an experience  
–not necessarily what was said.
  - If you have to go back to a place where you experienced something negative, your guard immediately goes up/you are on the defensive