

Customer Service at WSU



Service is our philosophy!

March 2016

Objective:

Enhance the WSU Student/Parent experience!

Who are our primary clients?

What do they want?

How are we doing?



Client Expectations



Sources:

- Advertising
- Previous Experiences
- Reputation
- Competition

Simple Truths:

Form a partnership with the person next to you and examine the four statements below. Place a check in the box next to the single statement your team agrees to be the most true. You have sixty seconds to make your choice.

<input type="checkbox"/>	A) Clients desire the feeling of importance and of being appreciated.
<input type="checkbox"/>	B) Clients judge employees and WSU based on first impressions.
<input type="checkbox"/>	C) Clients want to deal with a university they feel can be trusted.
<input type="checkbox"/>	D) Clients are interested in themselves and want to be noticed.

A Simple Fact:

Meeting expectations equals the lowest level of service . . .

. . . and the client assigns the grade.

Client Service Skills

1) Express Genuine Interest

- Offer personalized greetings
- Use names
- Practice assertive hospitality
- Ask questions
- Indulge and pamper
- Anticipate needs Remember preferences
- Pay attention to detail
- Display a sense of urgency
- Solicit feedback
- Offer personal farewells
- Follow up on service

2) Offer Sincere and Specific Compliments

- A compliment makes people feel good
- Positive attitudes tend to make clients more receptive to you and your service efforts
- Compliments create a subconscious desire to somehow reciprocate or pay you back

3) Convey Authentic Enthusiasm

- Be compelling
- Be likeable
- Leave a lasting positive impression

4) Share Unique Knowledge

- About the building
- About the community
- About the staff
- About the product
- About proper names

5) Use Appropriate Humor

- *"Laughter is the shortest distance between two people."*
- Victor Borge
- Appropriate humor combined with job knowledge enhances your professional expertise
- Remember the canaries

6) Provide Pleasant Surprises

- Surprises in the moment
- Surprises that are planned
- Surprises as follow-up

7) Deliver Service Heroics

- No-fault service heroics
- At-fault service heroics

Handling Difficult Service Situations



- 1) Stay calm yourself!
- 2) Listen!
- 3) Agree!
- 4) Repeat the objection for verification
- 5) Explain what you can do
- 6) Ask if there are other objections

Remember:

- ***Show you care***
- ***Find a solution***
- ***Don't blame others***
- ***It's not you!***

Telephone Tips

- **Tone of voice**

A lack of inflection makes you sound monotonous and dull. However, using too much inflection in your voice can make what you say sound forced and insincere.

- Monotone projects boredom and disinterest
- Low and slow may suggest depression
- High and emphatic indicates you are enthused
- Fast and loud is aggressive and suggests inflexibility to additional questions
- High and slow gives the impression you are doubtful or hesitant



- **Show you're listening**

- Restate and summarize
- Encourage the client to tell you more
- Demonstrate empathy

- **Client-focused**

- Use language that tells clients how your service will benefit them
- Examples:
 - *"How may I assist you?"*
 - *"Would you send me a copy of the form so I can review your selections?"*
- *"May I see your identification so I may assist you?"*

- **Help resolve problems**

- Avoid negative words and statements
- Explain what you can do, not what you can't

- **Mirror your client's language**

- Pick up specific terms and using them in your explanations to prevent misunderstandings
- Match their style of communications
- Examples:
 - Match direct communication with quick, organized responses
 - Match frustration with calming and reassuring words
 - Match anger with urgency

- **Manage out-of-office messages:**
 - Update frequently
 - Daily? Weekly?
 - Manage your callers expectations
 - When can they expect to hear back?
 - Provide options
 - Is there someone else they can call if you are not available?

Email Tips

Be Precise

- Get to the point
- Use easy-to-understand language
- Address one topic at a time
- State the solution; then explain how

Make your message easy to read

- Physically separate your ideas
- Use bullet points
- Use the subject line
- Include the client's email with your reply

Start and end with a personal touch

- **"Start" examples:**
 - Use names!
 - *"Thank you for contacting me!"*
 - *"I am glad you reached out to me."*
- **"End" examples:**
 - Use names!
 - *"Thank you again!"*
 - *"I hope this helps. Be sure to contact me if you have further questions."*