

Welcome to

SERVICE
FIRST

The **KEY** to
Customer Satisfaction

The Art of Satisfying Customers

Session Objectives

- Review previous session topics
- Review techniques to find out customer needs and expectations
- Discuss benefits of a “competitive advantage”
- Define skills and attitudes of a “professional”
- Practice what we’ve learned

Your key to Customer Satisfaction

Session One

- The foundation for exceptional service that includes the five principles of Service First.
- Defining quality service.
- Becoming committed to the process.

Teamwork Development

Session Two

Cooperation between employees does impact the customer service level.

Handling complaints and the Irate Customer

Session Three

- Complaints viewed as opportunities
- Importance of not becoming defensive and not taking it personally
- Take ownership of complaints brought to our attention

The Language of positive communication

Session Four

- Eliminating negative communication habits
- Importance of first impressions
- The role of a positive attitude
- The importance of COURTESY

Effective Questioning and Listening

Session Five

These skills can
define our customer's needs
so we can meet their expectations

Exceeding Customer Expectations

Session Six

- There is high value in exceeding the normal or expected standard of performance
- Requires extra effort...setting a new standard...doing our BEST
- It is important to our customers that we keep our promises

Value-Added Service

Session Seven

- Adding customer value to our existing levels of service
- Look for opportunities to provide the unexpected
- Providing positive “moments of truth” for our customers

Effective Telephone Techniques

Session Eight

- Transfer skills learned earlier to the use of the telephone, fax, and voice mail

**We have become artists in
Customer Service skills**



Video Presentation

The Art of Satisfying Customers

A Customer Service Attitude

The service attitude is reflected in:

- Body language
- Tone of voice
- Overall impression

Four Key Techniques

- Ask questions
- Listen actively
- Confirm understanding
- Offer solutions

Competitive Advantage Benefit

How can the competitive advantage benefit:

- Our organization?
- You as an employee?

Professional Skills and attitudes

- Prompt/efficient service
- Continual learning
- Doing a job right
- Understanding job responsibilities
- Improving skills
- Setting high standards
- Pride in a job well done... *and more*

Self Assessment

- How well do you feel you know your job?
- What are 2 or 3 areas in which you wish you had more training?
- What can you do to learn more about the areas you identified?

Let's Keep In Mind...

In order for us
to be a successful organization
in serving the needs
of our external customers,
we must first be successful
in serving each other.

Next Topic...

Service Recovery