

## Customer Service Basics Custom@uide **Cheat Sheet**



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#### **Customer Service Foundations**



#### What is customer service?

Customer service is the support provided by a company to individuals who buy or use its products or services.

Customer service can be delivered in many ways, each with unique advantages and characteristics, Here are a few examples:

- In-Person Customer Service
- Phone Customer Service
- **Email Customer Service**
- Social Media Customer Service

#### Service Tools

Customer service tools help organize your workload, track customer interactions, and provide faster and more accurate support. These include:

- **Customer Relationship Management** (CRM) Software
- Live Chat Tools
- Help Desk Software
- Social Media Management Tools
- Knowledge Base/FAQ Software

#### Service Principles

These 3 service principles are instrumental to enhancing customer satisfaction and fostering meaningful relationships:

#### **Customer Empathy**

Understand and share the feelings of someone and you can:

- Calm upset customers
- Build rapport and trust
- Make customers feel understood

#### **Proactive Listening**

Understand, acknowledge, and respond to what someone else is saying in order to:

- Gain a better understanding
- Improve customer trust
- Enhance problem-solving abilities

#### Clear Communication

Use positive language and maintain a positive attitude to:

- Improve customer satisfaction
- Help defuse tense situations
- Build better customer relationships

#### **Build Relationships**

Establishing successful relationships with customers requires a commitment to three fundamental pillars:

#### **Trust Building**

- ✓ Always display
- ✓ Show empathy and

#### **Customer Engagement**

- ✓ Provide valuable
- ✓ Personalize the

#### **Loyalty Building**

- ✓ Exceed expectations



#### Challenging Interactions

Knowing how to manage challenging interactions allows you to:



Effectively calm upset customers

Here are some strategies you can use:

- Actively listen
- Show empathy
- Apologize sincerely
- Offer a solution
- Follow up



Lead difficult conversations

Before you start a tough conversation, it's important to:

- Understand the issue
- Have a goal
- Anticipate reactions
- Choose the right time and place



Handle high-stress situations

It's vital to exhibit grace and professionalism. You should:

- Remain calm
- Practice active listening
- Communicate clearly
- Be solution-oriented

#### Skill Development

Developing skills is an ongoing part of your customer service journey. Continually growing your skillset in these 4 areas leads to gains in personal growth and enhanced professional effectiveness.



#### **Emotional Intelligence**

is the ability to:

- Recognize
- Understand
- Manage, and
- Use

our emotions effectively to improve our personal and professional relationships.



# **Problem-Solving** is the art and science of:

- Identifying
- Analyzing, and
- Systematically resolving challenges

to transform obstacles into opportunities.



#### Time Management

equips you with effective strategies and techniques to:

- Prioritize tasks
- Manage your dayto-day schedule, and
- Maximize productivity

while maintaining balance in your personal and professional life.



#### **Positive language**

focuses on harnessing the power of positive communication to:

- Enhance interpersonal relationships
- Build a productive environment, and
- Foster a proactive mindset

in all aspects of life.

#### Improvement Strategies

Improvement strategies are essential for boosting the effectiveness of the customer service you provide.

Here are a few common strategies:

**Setting Standards** – Why set them? Standards:

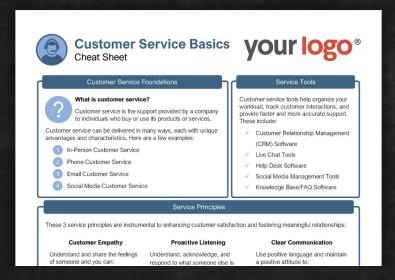
- ✓ Provide clear and quantifiable performance expectations
- ✓ Help ensure all customers receive the same level of service
- ✓ Provide a metric used to measure and evaluate performance

**Feedback Collection** – Customer feedback offers valuable insight into what's working well and where improvements might be needed. Collect feedback using:

- Surveys
- Feedback Forms
- Social Media
- Customer Interviews
- Usability Tests









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### Leadership

Leadership

Management

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## Technology

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Bias

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