



Customer Service Basics

Quick Reference Card

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:

- 1 In-Person Customer Service
- 2 Phone Customer Service
- 3 Email Customer Service
- 4 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

- ✓ Demonstrate consistent service
- ✓ Always display integrity and honesty
- ✓ Show empathy and acknowledge the feelings of others

Customer Engagement

- ✓ Provide valuable information
- ✓ Foster interactivity with discussions and feedback
- ✓ Personalize the experience for the customer

Loyalty Building

- ✓ Exceed expectations to create memorable experiences
- ✓ Reward loyalty with special incentives
- ✓ Show appreciation for continued support

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 day-to-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.

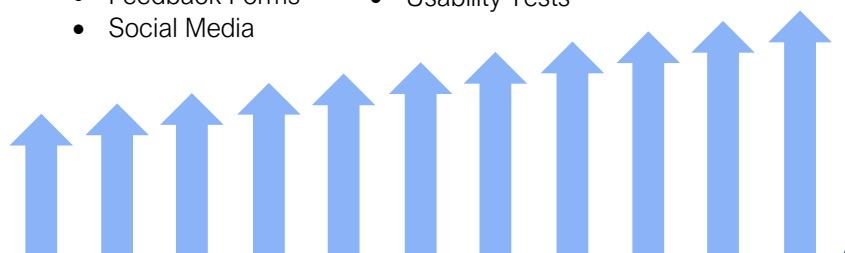
Here are a few common strategies:

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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Customer Service

Customer Care
Customer Service Basics



Diversity

Bias
Diversity in HR
Inclusion



Google

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HR

Hiring
HR
Talent Management



Leadership

Leadership
Management
Project Management



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