



## The Customer Service Experience

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## Session Objectives

- Define Customer Service and your customers
- Customer Service 101
- The P's of Customer Service
- Common needs of customers and what they really want
- Factors that influence your message
- Active listening
- Rules of Customer Service



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As a customer, what do **YOU** really want?

***What do your customers want?***

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### What is Customer Service?

- Customer Service is *forming a relationship with customers* – a relationship that the individual customer feels he/she would like to pursue or continue
- Kind of service that makes customer feel special, service that makes him/her want to come back and do more business with the company and recommend the company to other people




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### Who Are Your Customers?



- **External Customers** –paying customer, anyone who receives the benefits of the goods or service
- **Internal Customers** - co-workers, other departments, fellow employees who also assist in providing service to external customers

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### The Essence of Customer Service

- Doing ordinary things extraordinarily well
- Going beyond what is expected
- Adding value to every interaction
- Being at your best with every customer
- Discovering new ways to delight
- Taking care of customers like you would take care of your family




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### Customer Service 101...

#### Step 1: First Impressions Matter

Make a Good First Impression

1. People see you first, hear you second
2. Wear appropriate clothing for the work you do; Maintain a professional appearance
3. Make sure you are groomed
4. Maintain a professional, relaxed and open demeanor




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### Customer Service 101...

#### Step 2: Courtesy Counts

1. Say "Please", "Thank You" and "You're Welcome"
2. Say "Excuse Me" and "I'm Sorry"
3. Use "Sir" and "Ma'am"
4. Use a person's name when you can
5. Use "Yes" rather than "Yeah"
6. Say it with a smile 😊




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### Customer Service 101...

#### Step 3: Attitude is Everything

ATTITUDE IS EVERYTHING

1. Appreciate the good in yourself and in others
2. Believe in yourself and that you can make a difference
3. Care about each interaction with each customer
4. Keep an open-mind, do not stereotype people




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### Customer Service 101...

#### Step 4: Do the Right Thing – Ethical Issues

1. Always be honest
2. Do the right thing
3. Do what you say, when you say you will
4. Be accountable for your actions, follow up and communicate




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### Customer Service 101...

#### Step 5: Solutions Focused

1. Provide undivided attention, be focused on the customer
2. Acknowledge the problem; Empathize
3. Apologize – remove their defensiveness
4. Problem solve, find ways to resolve – or escalate




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### The P's of Quality Customer Service

#### People

- Your Attitude
- Your Appearance and Image
- Your Body Language
- Your Tone of Voice
- Your Appreciation/Recognition
- Your Communication
- Your Reaction



#### Procedures

- Job responsibilities
- Process
- Systems
- Policies
- Deadlines
- Equipment
- Resources

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### Why do Customers Leave Companies?

**68%** Leave because of an attitude of indifference from service experience

**32%** Other:

- Pass Away
- Move Away
- Another friend in same business
- Leave for competitive reasons
- Are dissatisfied with product

Source: How to Win Customers and Keep Them For Life by Michael LeBoeuf

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### Why do Customers Stop Doing Business?

*70% of the reasons customers stop doing business has nothing to do with the product, but due to lack of personal attention, rude or unhelpful service.*

Source: Forum Corporation

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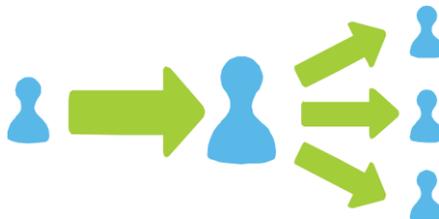
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### Bad News (and Service) Travels Fast



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### Common Customer Needs

- The need to feel welcome
- The need for timely service
- The need to feel comfortable
- The need for quality
- The need to be understood
- The need to feel valued
- The need to receive help or assistance
- The need to be recognized or remembered
- The need to feel respected
- The need to be appreciated




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### What do Customers Really Want?

- Solutions to Problems
- A sense of commitment to help solve their problems
- Fast delivery
- Personal assistance
- Quality service
- Validation!




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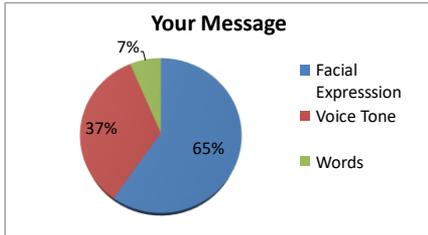
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### Factors that Impact Your Message




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### How to Say It...

Factors affecting how we communicate...

- Tone
- Breathe
- Volume
- Pacing
- Rate of speech
- Accent
- Intensity




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### Hearing vs. Listening

- The receiver of the message must listen to it rather than just hear it
- Hearing = brain is registering sounds
- Listening = paying attention to what is being said

Are you HEARING or LISTENING?




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### 10 Rules for Active Listening

- Remove distractions and give speaker full attention
- Focus on what the speaker is saying and not saying (tone, inflection)
- When the speaker hesitates, give a sign of encouragement
- Try to hear the main point and supporting points
- Distinguish between opinions and facts
- Control your emotions
- Be patient, do not interrupt
- Take notes
- Ask questions to clarify, at appropriate times
- Restate what you think the speaker's point is, then ask to confirm




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### "Rules of Customer Service"

- Make the Customer feel heard
- Make the Customer feel understood
- Make the Customer feel liked
- Make the Customer feel helped
- Make the Customer feel appreciated and respected
- Make the Customer feel VALUED



Source: Integrated Business Leadership Through Cross-Marketing by Michael Baber

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### MMFV

When you close an interaction with a customer, have you made them feel valued, validated and resolved their issue?

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The logo consists of the letters 'FGP' in a white, sans-serif font, centered within a dark grey square. This square is positioned on a horizontal bar that has a color gradient from red to orange to grey.

questions?

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Thank you for your time and participation!



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