

CUSTOMER SERVICE

Participant Workbook



Objectives

After completing this workshop, you will be able to:

- Define customer service
- Describe how to WOW customers

Scenario Review

Scenario One:

Was this interaction positive and why?

Scenario Two:

Did this customer service meet or exceed your expectations and why?

Scenario Three:

Did this customer service meet or exceed your expectations and why?

Define Customer Service

Our Definition

Customer Service is...

Customers are...

Foundation of Customer Service

Customer service is based on _____.

Understand Your Customer

Identify Their Needs

Address Their Problems

How to “WOW” Your Customer

W: Welcome Everyone

O: Offer Valuable Insight

W: Watch for Cues

Describe the Traits Exhibited by Difficult Customers

Common Difficult Traits

Know it all: The person who thinks they know more about the product, service, or situation than you.

Impossible to please: The person who wants more than you can possibly give.

Complainer: The person who complains about everything, regardless of the situation.

Vague: The person who is vague, or won't tell you, what the issue is.

Impatient: The person who wanted to issue solved before it even started.

Uninformed: The person who doesn't have all the information and can't explain the issue enough for you to figure out what's wrong.

Abner C. Oglesby
Training & Development Manager
UT Municipal Technical Advisory Service (MTAS)
226 Anne Dallas Dudley Blvd., Suite 606
Nashville, TN 37219

615-733-0602 office
abner.oglesby@tennessee.edu
www.mtas.tennessee.edu