

Customer Service

Expanded Course Outline

Instructional Goal: Define explain and demonstrate the need for positive communication skills in a customer service training format.

Learning Objectives: The learner will be able to demonstrate or identify the proper and improper skills of customer service.

- I. Work Environment
 - A. Citizens as Customers
 - 1. Must change traditional thinking
 - a. Complaining witness – negative connotation
 - 2. Should treat citizens as paying customers
 - a. Treat citizens as you would want to be treated
 - b. You won't be able to please all people even when you do your best
 - B. Developing a service attitude
 - 1. Representation Skills
 - a. Pleasant, sincere voice
 - b. Friendly Demeanor
 - c. Professionalism
 - 1) Proper work place conduct
 - a) Respect of and for co-workers
 - b) Conduct unbecoming of agency employee
 - 2) Courtesy/Respect
 - 3) Skill Competence
 - 2. Listening skills
 - a. Active listening
 - 1) Verbal affirmation
 - 2) Empathy
 - 3) Paraphrase response
 - b. Listening obstacles
 - 1) Outside interference
 - 2) Jumping to conclusions
 - 3) Interrupting
 - a) Good vs Bad
 - 4) Judgements/Stereotyping
 - 5) 275 Gap
 - a) Talk at 125 wpm/Process 400 wpm

- II. Customer Service Specifics
 - A. Citizen Rights
 - 1. Privacy
 - 2. Confidentiality
 - 3. Quality Service
 - a. Police protection
 - b. Fire response
 - c. EMS response
 - B. Employee Attitudes
 - 1. Attitude Facts
 - a. Charles Swindall statement
 - 2. Tolerance
 - a. Liebman quote
 - 3. Valuing Diversity
 - 4. Be liability conscious
 - a. "Back to the Headlines" article handout/activity
 - 5. Avoid discriminatory behavior
 - C. Citizen Expectations
 - 1. Quick response
 - 2. Concern and empathy
 - 3. High standard of performance
 - 4. Thoroughness and follow-through
 - 5. Ethical standard of conduct
 - a. Ethics learner activity/discussion

III. Communication Guidelines

A. The Don't list

1. Don't lie
 - a. Don't make empty promises
2. Don't patronize
3. Don't be rude
4. Don't condescend
5. Don't use profanity
6. Don't sympathize
7. Don't let caller control the conversation
8. Don't personalize
 - a. Be careful about injecting personal feelings, experiences, etc.
9. Don't diminish the importance of their issue
10. Don't give legal advice

B. The Do List

1. Be truthful
2. Be polite
3. Be empathetic
4. Take control of the conversation
5. Use courteous language
 - a. Please, thank you and proper titles (Mr., Mrs., Sgt., Lt. etc.)
6. Be a good listener
7. Provide options/solutions
 - a. Includes agency referrals
 - b. Problem solve

C. Difficult Citizens

1. Begin in a friendly way
2. Use reasoning and calming communication techniques
 - a. I understand, I appreciate that, how can I help you?
 - b. Deflect verbal abuse, don't engage in verbal confrontations
 - 1) Example: "I understand it's been 20 minutes Sir, I'll get a deputy there as soon as one is available."
3. Redirect and focus
 - a. Citizen accountability. Have them explain problem and help with a solution.
 - b. Have citizen stay with current issues
4. Explain reason for unsatisfactory service and apologize, etc. if needed.
5. The Five Step (see attached handout: THE FIVE STEP)
 - a. Ask
 - b. Set context
 - c. Present options
 - d. Confirm
 - e. Act

IV. Conclusions

A. Review

1. Want to change agency's outlook toward citizens
 - a. Toward citizens as paying customers
2. Citizen Rights
 - a. Citizens have the right to quality service
3. Individual Responsibility
 - a. It's the employee's responsibility to be the agency representative
 - b. It's the citizen's responsibility to assist in solving problems
 - 1)Example: out of control 4 yr old refusing to attend daycare.
(see attached handout: IV-A.1 OCJ)

B. Progressive communications training

1. New training should be geared to new concepts
 - a. Verbal Judo- non confrontational conversation
 - b. Tactical Communications-non confrontational conversation
2. Technological advances
 - a. Companies, government and private sector have changed dramatically in how we technologically accomplish our job
 - 1.Demonstration: antiquated to modern equipment
(group learning activity #A)
 - b. New equipment can be mastered, new ideas/outlooks too

C. Group Evaluation

1. Strategies for superior customer service (handout IV-B)
(group learning activity #B)
2. Satisfied Customers
 - a. Clovis Police Department Mission Statement
" To those we serve, we want to be the best"
 - 1.example of service (handout IV-A.2: Go fly a kite,
handout IV-A.3: CHP, handouts IV-C+D:
Fresno Bee articles)
 - b. "They will forget what you said, they will forget what you did, but they will never forget how you made them feel" Anonymous
 - 1)Agencies that need better customer service
IRS, DMV, Social Security Administration,
Clovis City Hall voice mail
3. Written multiple choice review- (handout Customer Service Test)
 - a. Answers and discussion
 - b. Scores and prizes
4. Course Evaluation
 - a. Forms (handout Course Evaluation)
 - b. Certificates