

Packet

40



# Customer Service Skills

## Why Customer Service is Important



### What is Customer Service?

*Can you be friendly, patient, and caring even when someone is angry and upset with you?* It is not easy to deal with angry customers. It takes a set of strong customer service skills to effectively handle people and to make sure they leave happy. **Customer service** can be defined as the ability of an employee to take care of customers' needs and make sure they are satisfied with the service or product. In the workplace, excellent customer service is a priority and expected from employees. Customer service can take place anytime an employee interacts with a customer; it can take place in person, on the internet, through the mail, or over the phone.

### Why are Customer Service Skills Important?

Employers consider customer service skills as vital skills that all employees should have. Employers highly desire employees with strong customer services skills because employers realize that customer care is at the heart of a business being successful. A business can't be successful without loyal customers. A business must treat its customers well so that they keep coming back and encourage others to also become customers. An upset or angry customer will most likely not return and will also tell others about their bad experience. Businesses often fail because of repeated-bad customer service provided to customers by employees.

**Answer each question with a complete sentence on a separate piece of paper.**

1. What type of skills does it take to effectively deal with angry and upset customers?
2. What can customer service be defined as?
3. What is a priority in the workplace?
4. Where can customer service take place?
5. Why do employers desire employees with strong customer service skills?
6. What does a business need in order to be successful?
7. Why do businesses need to treat customers well?

# Customer Service Skills

## Learning to Provide Excellent Customer Service

All customers expect good customer service, and it is the responsibility of the employee to provide it. Politeness and friendliness, promptness, being a good listener, and professionalism, are considered four key characteristics that will help you provide excellent customer service. At work, if you can learn to implement these characteristics at all times, even with the most difficult customers, you will be a successful employee. Further, you will be modeling excellent customer service for other employees, and your boss will be impressed.



### 1) BE POLITE AND FRIENDLY:

Customers want to feel **welcomed** and **appreciated**. It is important to always greet customers when they enter the store, call, or anytime you come into contact with them. Greet them with a warm smile and a pleasant greeting. Customers hate to be ignored; they feel it is rude and bad customer service. Even if you are helping a customer and see another customer waiting, it is important to politely acknowledge them. Let the waiting customer know you will assist them soon. Also, when customers are leaving, it is important to thank them for coming in, even if they didn't buy anything.

*Answer each question with a complete sentence on a separate piece of paper.*

1. What do all customers expect?
2. Whose responsibility is it at work to provide excellent customer service?
3. What are the key characteristics that equal great customer service?
4. What will help make you a successful employee?
5. What do customers want to feel?
6. When should you greet customers?
7. Even if you are helping a customer and you see another customer waiting, what should you do?
8. What should you do when customers are leaving?

# Scenarios

## Customer Service Skills

Name \_\_\_\_\_

Per. \_\_\_\_\_ Date: \_\_\_\_\_

**Directions:** *Describe how you would provide excellent customer service for each of the scenarios below:*

**1) You are working at video game store. A customer calls and wants you to answer a very long list of questions. However, you have a long line of people waiting for help. *What do you do?***

**2) You're a stocking shelves in a hardware store. A customer walks up to you and says she has been looking all over for the handsaws but can't find them. She asks you if you know in which isle the handsaws are located. However, you are new and don't know where to find them. *What do you do?***