

Packet

42

# Outline

## HOW TO PROVIDE EXCELLENT CUSTOMER SERVICE

Name \_\_\_\_\_

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

**Directions:** *Using your reading sheets, outline the four key characteristics that will help you provide excellent customer service.*

<b>Four Key Characteristics of Excellent Customer Service</b>	<b>A Description of Each Characteristic</b>
<b>1) BE POLITE AND FRIENDLY</b>	
<b>2)</b>	
<b>3)</b>	
<b>4)</b>	

# Assessment

## Customer Service Skills

Name \_\_\_\_\_

Select the best answer:

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

**1. In order to be able to properly deal with angry customers, you will need to**

- a. ignore the customer.
- b. become angry and upset at them.
- c. have strong customer service skills.
- d. All of the above.

**2. Providing great customer service is expected from employees and important to businesses because**

- a. it is the law.
- b. it is key to doing well and staying in business.
- c. it is fun.
- d. None of the above.

**3. Key characteristics of excellent customer service are**

- a. politeness and friendliness.
- b. promptness and listening.
- c. professionalism.
- d. All of the above.

**4. When a customer is angry, by remaining calm, helpful, and positive,**

- a. the customer will become more angry.
- b. you will most likely be able to de-escalate (lessen or *lower*) the customer's anger.
- c. you will look weak, and your boss will become angry.
- d. All of the above.

**5. If you are helping a customer and see another customer waiting,**

- a. demand that they wait their turn.
- b. politely acknowledge them and let them know you will assist them soon.
- c. it is best to ignore them.
- d. None of the above.

**6. What factor is important in providing good customer service?**

- a. Socializing with all customers.
- b. Having customers wait for a long period of time.
- c. Paying close attention to how long someone is waiting and to be efficient with helping all customers.
- d. All of the above.

**7. A top complaint that customers generally have is that**

- a. employees greeted them too often.
- b. employees were friendly.
- c. they were not listened to by employees.
- d. All of the above.

**8. Being professional when helping customers shows customers that**

- a. they are cared for and are respected.
- b. they are not important.
- c. you are better than them.
- d. All of the above.

**9. It is important to greet customers**

- a. only when they enter the store.
- b. when you feel like it.
- c. when they enter the store, call, or when you come into contact with them.
- d. All of the above.

**10. When interacting with customers, a professional will**

- a. use slang.
- b. use formal language and a friendly tone.
- c. scream back at angry customers.
- d. None of the above.

**Customer service  
Promptness**

**De-escalate  
Professional  
Active listening**

*Select the best word for each sentence or definition below:*

**11.** \_\_\_\_\_ To be able to lessen or lower a customer's anger.

**12.** \_\_\_\_\_ The ability of employees to take care of customers' needs and make sure they are satisfied with a service or product.

**13.** \_\_\_\_\_ An employee that is able to be respectful, calm, friendly, and use formal language with customers.

**14.** \_\_\_\_\_ Providing quick and efficient service to all customers.

**15.** \_\_\_\_\_ When the customer is talking and you show them that you are listening by maintaining eye contact, showing interest, and not interrupting.

True or False

16. \_\_\_\_\_ Employers desire employees with strong customer services skills because they realize that customer care is at the heart of a business being successful.

17. \_\_\_\_\_ An upset or angry customer will most likely return.

18. \_\_\_\_\_ Customers hate to be ignored; they feel it is rude and bad customer service.

19. \_\_\_\_\_ Businesses never fail because of repeated bad consumer services by employees.

20. \_\_\_\_\_ When customers are leaving, it is important to thank them for coming in, even if they didn't buy anything.

21. \_\_\_\_\_ If you are assisting customers by phone or email, you need to respond back to them as quickly as possible.

22. *Write a paragraph describing how you would provide excellent customer service using the four key characteristics; politeness and friendliness, promptness, listening, and professionalism.*