

Providing Quality Service

Course Manual

STATECIVILSERVICE COMPREHENSIVE PUBLIC TRAINING PROGRAM

COURSE DESCRIPTION

This training allows participants to improve customer service skills by learning and applying useful strategies for handling customer interactions and managing customer relationships.

JOB,	/LEARNING	OBJECTIVES
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- ☑ Identify and implement the practices of outstanding customer service.
- ☑ Apply effective communication skills to develop strong customer relationships.
- Manage difficult situations with consideration and respect.

WHAT IS GREAT SERVICE TO YOU?

We are customers every single day, so we have a good idea what great customer service is. What is it to you? Use the space below to write words and phrases that describe your perfec customer service experience, as well as notes from the experiences of your classmates.	

INSIGHTS AND OBSERVATIONS

Use the area below to record insights, ideas, and customer service discoveries from today's session. When you come back from lunch, add any observations you made of customer service interactions, personality types, or other notes from your time away from the workshop.

QUALITY SERVICE ASSESSMENT

Next to each behavior listed below, circle the number that indicates how frequently you act or respond in these ways. Total your score for each section.

Receive 1. I greet customers in a positive manner every time. 2. If a customer is angry with me or has a negative attitude, 1 go out of my way to give that person good service. 3. I maintain my documentation, records, and equipment so that I am able to locate information quickly and efficiently. 4. I am successful at finding ways to put customers at ease. 5. I appreciate customers for working to address health and environmental issues. 6. I appreciate customers for working to address health and environmental issues. 7. I ask questions and concerns. 7. I ask questions and paraphrase important requests to ensure that the customer understands. 8. I am able to step into my customer's shoes to understand his/her point of view. 9. I maintain a positive and approachable manner, even at difficult times. 10. Whenever possible, I offer assistance to my customers and coworkers. 11. I am open and positive about feedback and new ideas. 12. I offer my customers options whenever possible. 13. I try to get my customer's getement on the next steps to be taken. 14. I apologize for errors, whether or not I was responsible for them. 15. If I get a customer question or request that is not in my area of expertise, I ensure that he or she gets to the right person. Reep 16. I follow through on commitments and responsibilities. 17. I follow up by calling a customer to see if a problem or issue was resolved. 18. I work to find ways to give my customers outstanding service. 19. I ask if there is anything else I can do, even if the transaction is finished. 19. I ask fere is anything else I can do, even if the transaction is finished. 10. I help my customers improve their future experiences through positive education, enlightenment, and persuasion. 10. Total score for this section.	1	= Never	2 = Seldom	3 = Sometimes	4	= 0	ften		5 = Almost Always
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RECEIVE—UNDERSTAND—HELP—KEEP

The four areas listed below represent the stages of our customer interactions. We'll be studying ways we can be more effective in each of these stages today.

Use this form, together with your Customer Service Assessment, to note important points that you want to remember about our discussion on the parts of quality customer service.

ant to remember about our disc	ussion on the parts of quality customer service.
RECEIVE	
What do I do to make a customer feel welcome and valued?	
UNDERSTAND	
How do I walk in my customers' shoes?	
HELP	
What helps me move past challenges and find solutions?	
KEEP	
What can I do to ensure that the next interaction with this customer	
will be even more positive?	
	1

A QUICK LOOK AT PERSONALITIES

Look at the items below and put a check mark in the box of each statement that sounds like you.

This is not an official personality assessment. It's a personality snapshot to give you a chance to see what traits you have in common with your internal and external customers.

- ⇒ Don't overthink this! Look at each item and respond with your first impression.
- ⇒ Check every item that sounds like you, no matter which box it's in.
- ⇒ Don't worry about how many check marks you have.
- ⇒ Add up the number of checks in each box and put them in the space on the top line.

Number of checks	Number of checks
☐ Give me the facts I need, not a lot of details.	☐ I like to motivate and inspire people.
☐ Let me be in charge and I'll get things done.	☐ I am described as a people-person.
\square I am seen as confident by those who work with me.	☐ I am enthusiastic and optimistic.
☐ I have an assertive manner.	☐ I like brainstorming and sharing ideas.
☐ I have no problem voicing my opinion.	☐ I don't like it when people don't give me an
☐ I don't mind taking risks.	opportunity to talk.
☐ I enjoy competition.	☐ I don't enjoy detail work.
☐ I am good at making decisions.	☐ I can be impulsive and emotional.
☐ Don't bring me a problem unless you want it solved.	☐ I am a good mixer in groups and social situations.
	☐ I am most likely to say, "Let's have fun with this!"
Number of checks	Number of checks
☐ I take the time to do things right.	Number of checks ☐ I help to create a cooperative team atmosphere.
☐ I take the time to do things right.	☐ I help to create a cooperative team atmosphere.
☐ I take the time to do things right.☐ I enjoy working independently.	☐ I help to create a cooperative team atmosphere.☐ I am described as patient.
 □ I take the time to do things right. □ I enjoy working independently. □ I am cautious and logical in my thinking. 	 □ I help to create a cooperative team atmosphere. □ I am described as patient. □ I am reliable and supportive of others.
 □ I take the time to do things right. □ I enjoy working independently. □ I am cautious and logical in my thinking. □ I listen more than I talk. 	 □ I help to create a cooperative team atmosphere. □ I am described as patient. □ I am reliable and supportive of others. □ I am a good listener.
 □ I take the time to do things right. □ I enjoy working independently. □ I am cautious and logical in my thinking. □ I listen more than I talk. □ I prefer things "by the book". □ I am good at determining whether a plan 	 □ I help to create a cooperative team atmosphere. □ I am described as patient. □ I am reliable and supportive of others. □ I am a good listener. □ I enjoy a consistent routine. □ I want to understand where my role fits into
 □ I take the time to do things right. □ I enjoy working independently. □ I am cautious and logical in my thinking. □ I listen more than I talk. □ I prefer things "by the book". □ I am good at determining whether a plan will work or not. 	 □ I help to create a cooperative team atmosphere. □ I am described as patient. □ I am reliable and supportive of others. □ I am a good listener. □ I enjoy a consistent routine. □ I want to understand where my role fits into the big picture.

PERSONALITY AND CUSTOMER TYPES

Use this space to write down characteristics of each personality type.

Director	Communicator
Analyst	Team Player

Use this space to compile a list of **strategies** for working effectively with customers of each personality type. You'll get additional information from the Personalities and Communication handout, your own personal experiences, and group discussions.

Director	Communicator
Analyst	Toam Dlavor
Analyst	Team Player

IDEAS FOR COMMUNICATING WITH DIFFERENT PERSONALITIES

Su	ggestions for communicating with these personality	Suggestions from discussion and personal experience
DI	RECTOR	
	Get to the point.	
	Don't try to "sell" me on ideas. Just give me the facts.	
	Give me definite deadlines and outcomes.	
	Don't micromanage me.	
	Don't give a lot of extra details. Just tell me what I need to know.	
	Don't keep talking once I've shown that I understand what you're saying.	
CC	DMMUNICATOR	
	Acknowledge me as an individual.	
	Don't go too long without allowing me an opportunity to speak.	
	Keep communications positive and upbeat.	
	Help me organize my thoughts so I can ask the questions I need and understand the answers.	i
	Allow me to express my sense of humor.	
TE	AM PLAYER	
	Use a friendly approach to connect with me as a person.	
	Don't be confrontational or aggressive with me.	
	Take the time to explain changes and why they are being made.	
	Notice if I get quiet or withdrawn and help me to communicate my problem.	
	Follow up our conversation with additional communication and support.	
	Take time to empathize with me when there's a challenge.	
ΑN	NALYST	
	Bring me specific facts and details.	
	Keep it professional.	
	Do not change the process we're using unless you explain why.	
	Do not interpret my analytical way of thinking as negative.	
	Give me time to review information so I can understand and accept changes.	
	Give me pros and cons so that I can make an informed decision.	

CREATING CUSTOMER SERVICE MEMORIES



Group Activity

Use these spaces to list ideas for creating positive experiences with each form of communication.

Face-to-face Communication:	Telephone Communication:	Written Communication:

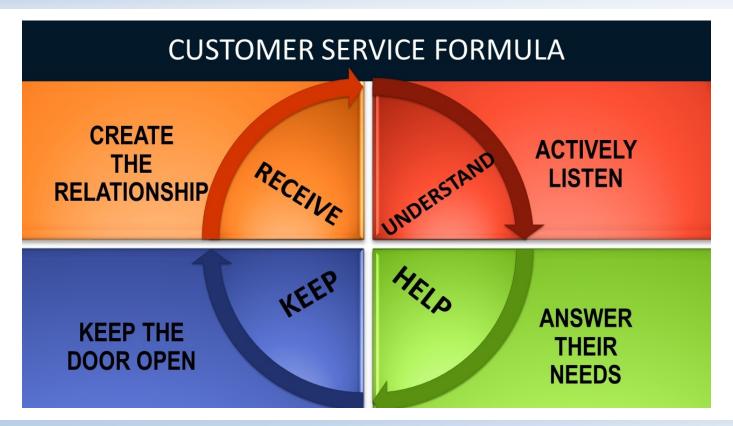
FOR FURTHER THOUGHT...

١.	Give one specific example of now you provide internal customer service in your agency.
2.	Using the ideas above, how could you improve this service?

CUSTOMER RELATIONSHIP MANAGEMENT

Managing customer relationships effectively requires time and practice to take your customer service skills to the next level. There are four basic steps to keep in mind.

THE 4 STEPS OF THE CUSTOMER SERVICE FORMULA



PRACTICE SESSION

- 1. Conduct this activity with a partner.
- 2. Use the four steps of Receive, Understand, Help, and Keep to meet customer's basic needs
- 3. Be creative!

CUSTOMER ROLE: You are a tourist today, but you have been considering moving to Louisiana for a fresh start. You are unsure how well you would fit in here, though. You have a few questions about the culture, the geography, the weather conditions, opportunities, and the overall "feel" of the state.

EMPLOYEE ROLE: As an employee of the state, you know that everything you say and do is a direct representation of Louisiana. When you're approached by this tourist, you're proud to represent your great state. Use the strategies discussed in class to make your customer feel welcome, understood, valuable, and comfortable while promoting your state.

ELIMINATING RED FLAG STATEMENTS

Red Flag Statements make us "see red!" What are some statements that you do not like to hear when you are a customer? What could a customer service professional say instead of that Red Flag Statement?

RED FLAG STATEMENTS	REPLACEMENT STATEMENTS
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THE LAST FORMULA YOU'LL EVER NEED FOR DIFFICULT SITUATIONS



UNHAPPY CUSTOMERS

Despite our best efforts, we will have unhappy customers and difficult situations. Watch the difficult situation video closely and answer the questions below:
How could you tell the customer was unhappy?
What did the employee do well or poorly in this situation?
What can we do if we're working with an angry customer who is becoming aggressive?

DIFFICULT SITUATIONS PRACTICE

- 1. Find a partner for the activity.
- 2. Listen carefully to the situation.
- 3. Decide which of you will be the Customer and which will be the Employee.
- 4. You'll have five minutes to try to resolve this situation.
- 5. At five minutes, time will be called.
- 6. The Customer will assess how the Employee did in handling the situation. Use the lines below to record your notes and your partner's observations.

REFLECTION
Based on your interactions:
1. What phrases or strategies seemed effective?
2. Were there any phrases or actions that seemed to make the situation worse?
3. Did you reach a resolution for the situation? What was it?
4. Ask your Customer what other strategies might have been useful to try in this situation?

Wow! THE CUSTOMER

When we take quality service to its highest level, we've reached the point where we have an opportunity to "Wow!" our customers.



GROUP ACTIVITY

- 1. Take the situation on your Wow! Card and read it aloud to the group.
- 2. Your first task is to come up with as many ideas as possible to make this interaction positive for the customer. Brainstorm on this by asking: If this situation happened in my office tomorrow, how could I use the tools we've discussed today to "Wow!" this customer?
- 3. Now, review all of your group's ideas and select one that you consider the best.
- 4. When time is called, be ready to share your situation and your Wow! idea.
- 5. Make note below of any ideas you hear during this discussion that could be adapted to your department.