ENHANCING THE CUSTOMER SERVICE EXPERIENCE

PART I & II

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CS VS. CX

Customer service is a part of customer experience (CX), which is the overall impression a customer has of a brand or organization.

Customer service is the interactions between a brand's agents and customers, while CX is the sum of all interactions a customer has with a business

Customer Experience (CX)

Customer Service (CS)
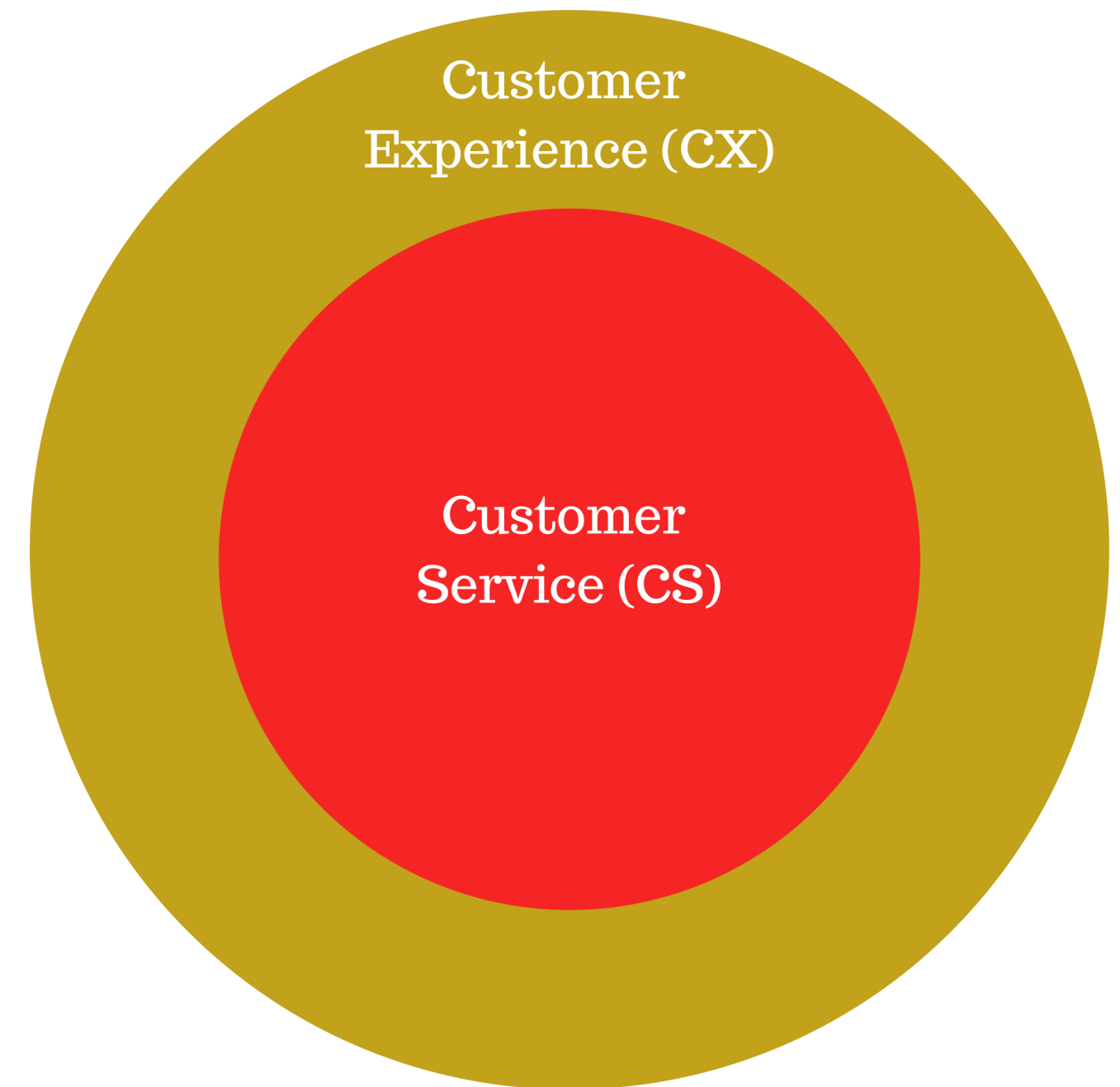
FOCUS AREAS FOR THE FRONTLINES

The three areas of focus are important for the frontline representatives/agents to understand for an effective customer service experience.

EMPATHY

MINDSET

IMPACT

zendesk.com

Do you need a...

SOLUTION OR STRATEGY?

A **strategy** is a plan of action to achieve a goal.

A **solution** is how to implement that action.

01 Is our current strategy for CS training a true strategy?

02 If so, is it working?
If not, how do we redefine the strategy.

03 A strategy should be *defined* before a solution is implemented.

CUSTOMER COMPLAINTS CAN BE VIEWED AS

AGGRAVATIONS

OR

OPPORTUNITIES

Theology at Work

Positive alternatives to negative language for customer service

Instead of ...		**Say ...**
"I don't know ..."	$\longrightarrow$	"Great question, I will find out."
"I can't ..."	$\longrightarrow$	"What I can do is ..."
"You'll have to ..."	$\longrightarrow$	"Would you mind ..."
"Calm down ..."	$\longrightarrow$	"I understand why you feel that way ..."
"That's not our fault ..."	$\longrightarrow$	"I apologize for the frustrating situation ..."

Ref. ZenDesk

Clear Is Kind.
Unclear Is Unkind.

BRENÉ BROWN

INVESTMENTS FOR IMPACT

01. Time

Is there dedicated time for onboarding, on-the-job training, and ongoing training?

02. Resources

Are the appropriate resources available for employee success?

SERVICE WITH CARE

How to help employees handle customers with care by providing service with care

Stay Calm

Try to understand that the customer isn't mad at you.

Keep calm and speak with a composed voice.

Be an active listener

Verbalize that you're listening — use phrases like "I see" or "of course."

Repeat what you heard. "So what I hear you saying is…." "Is that correct?"

Personalize the interaction

Use the person's name often.

Ensure that you've introduced your name and repeat it at the end of the interaction.

SERVICE WITH CARE

How to help employees handle customers with care by providing service with care

Empathize

Acknowledge your client's emotions.

Demonstrate care and commitment.

"Know when to fold'em."

When you've done everything in your authority, know when to "fold" and transfer the client to a manager.

Think critically

Review each step of the process with your client to try and pinpoint what caused the issue.

You're the expert. They are not.

SERVICE WITH CARE

How to help employees handle customers with care by providing service with care

"It's not you."

They may be angry, but you're not to blame.

Investigate everything that could be contributing to your client's frustration.

Set clear next steps

What you'll do for them right away.

What comes after.

When they can expect a follow-up or resolution.

Share knowledge with your team

Build training and coaching exercises on how to appropriately handle difficult and uncomfortable situations.

CONNECT

"It isn't a small world, it's a connected one."

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