

Glad I Could
Help:

Real Customer Service Situations
for Discussion

Participant Materials

FOR
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This program is based, in part, on work developed by Lisa Ford, speaker, seminar leader and co-author of "Exceptional Customer Service: Going Beyond Your Good Service to Exceed the Customer's Expectations."

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Notes:

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Introduction

Glad I Could Help: Real Customer Service Situations for Discussion shows you how to respond positively in difficult customer service situations. The program emphasizes the value of a positive, proactive, “here’s what I CAN do” mindset in providing consistent, high-quality service on a day-in day-out basis. ***Glad I Could Help*** also reinforces the fact that you, the employee, has a far greater impact on the customer’s positive perception of the organization than your manager, the organization’s customer service policies, or a marketing campaign.

Key Learning Points

Upon completion of the training program, you will be able to:

1. Explain why the customer’s perception of the quality of service they receive is the only thing that counts.
2. Explain the importance of keeping the focus on what you can do to solve a customer’s problem vs. what you “can’t” do.
3. Exhibit a “glad I could help” attitude when dealing with customers.
4. Demonstrate the skills necessary to make sure the customer is left with a positive, memorable impression.

Situations for Discussion

The program teaches you how to respond to customers in a variety of real world situations:

1. **“Are You Going To Get That?”** The phone rings while dealing with a face-to-face customer.
2. **“Why Did I Push All Those Buttons?”** An irate customer who has just gone through an automated phone system.
3. **“You Promised It Would Be Here Today.”** A customer whose delivery expectations have not been met.
4. **“This Needs To Go Out Today!”** An internal customer who has been promised service, but has not received it.
5. **“You’re The Third Person I’ve Talked To...”** An upset customer who has been transferred several times.
6. **“Where Are The Drop Cloths?”** Being interrupted by a customer who needs help.
7. **“It’s A Policy Thing...”** Making an exception to a policy to help a customer.
8. **“Let Me Make Myself PERFECTLY CLEAR...”** An angry customer who receives an unexpected high bill and damaged goods.

Pre-work Questionnaire

Instructions: In preparation for our ***Glad I Could Help*** session, please read the following situations. After each situation there are three choices for how you might respond if you were the customer service representative. Circle the letter that describes how you would most likely respond. Be sure to bring this questionnaire with you to the session.

1. You are helping a customer place an order and the phone begins to ring. You are the only one working in this department. The ringing phone begins to irritate the customer who is standing across the counter from you.
 - a. You answer the phone, quickly help the caller and then finish taking the customer's order.
 - b. You ignore the phone and continue to help the customer with her order.
 - c. You ask the customer if you could answer the phone and ask the caller to hold.

2. A customer has just gone through an automated phone system, entered his account identification number and now is transferred to you. The customer is irritated with the phone system. Unfortunately, you do not have his identification number and have to ask for it.
 - a. You make excuses for how outdated the system is and you agree that he has the right to be frustrated.
 - b. You thank him for waiting and reassure him that you want to help him.
 - c. You empathize and share with him the number of times you too have been in his situation.

3. You get a call from a customer who was supposed to receive an order by 9 a.m. It is now 11 a.m. and he has not received it.
 - a. You let him know that it is the delivery service's error. You put him on hold and check into the order for him.
 - b. You let him vent, apologize for the mistake and let him know that you will go directly to the manager and let him know what happened.
 - c. You thank him for calling and tell him that you are going to check into the order. You assure him that you'll make it right.

4. An employee from another department comes running in with a rush order. She said that she had talked with someone in your department who promised that the order could be shipped tonight. A co-worker informs her that she is mistaken and doesn't know who she talked to, but there is no way the order can go out tonight. Your co-worker walks out of the room, leaving you face-to-face with the internal customer.
 - a. You try to fix the problem by looking for alternative solutions.
 - b. You apologize for your co-worker's behavior and tell her next time she needs to be sure that the order is down to them by the 3:00 p.m. deadline.
 - c. You tell her that unfortunately your co-worker is right, but you apologize for his behavior.

5. You receive a call from an upset customer who has just shared his problem with three other people in your organization and now has been transferred to you. He demands to speak to your manager.
 - a. You apologize to the customer and let him know that you have several new people who haven't been fully trained yet, but you should be able to help him.
 - b. You empathize with the customer and assure him that you can help. You get the information from him and then explain how you are going to help him.
 - c. You tell him that you totally understand his frustration and that you will transfer him to your manager.

6. You are busy stocking shelves and a customer comes up to you looking for drop cloths to use for painting. Drop cloths are located in another department in the store.
 - a. You explain to the customer that you are under a deadline to get your aisle stocked. You point her in the direction she should go and tell her to go find Bill, he will be able to help her.
 - b. You tell the customer that you are sorry, but you have no idea where the drop cloths are located. You tell her that she might want to check at the front desk, someone there might know
 - c. You stop what you are doing, walk the customer to the area of the drop cloths and help her or get help from someone who can help.

7. Your company's policy is to charge a late fee for premium payments not received on time. A customer calls to report that her purse was stolen. Her checkbook and her premium notice were in her purse. She will get new checks next week, but her bill is due this Thursday.
 - a. You empathize with her about her situation, but remind her that a late fee will be applied if her premium payment is not received.
 - b. You explain that she will need to talk with a manager, you are not able to handle this type of situation.
 - c. You empathize with her about her situation and assure her that you will try to help. You tell her that you are going to see if you can get the approval to waive the late charge.

8. You take a call from a very angry customer who just received an unexpected high bill for shipping and received damaged goods.
 - a. You let the customer vent, acknowledge his emotions, make sure that he understands exactly what happened and then try to help him.
 - b. You let him know that you are sorry for the damaged goods, acknowledging that something must of happened in shipment and you will credit his bill once you receive the damaged goods.
 - c. You let the customer vent. If the customer does not calm down you let him know that he should call back later when he is calmer and then you will be happy to help him.

Service through the eyes of a customer...you!

Movie Rental Store

Store A

latest releases
classics
market price
with adult rental/kids' rental ½ off
5 rentals/get one free
2 miles from your home
sales reps in the aisles to assist customers
movie out of stock – recommend another
every hour return bin emptied, shelves restocked
drive-up return slot

Store B

latest releases
classics
market price
with adult rental/kids' rental ½ off
8 rentals/get one free
½ mile from your home
customer service is available through check-out counter
list in a book up front of movies
every 3 hours return bin emptied, shelves restocked
return slot next to front door

Questions:

1. Which store would you rent a movie from? Why?
2. Why might you rent a movie from the other store?

Service through the eyes of our customers!

Instructions: List the reasons why you think our customers do business with our company.

Our Company

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Situation

1

Are You Going To Get That?

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Discussion questions:

1. How is Lisa feeling?
2. What would you do if you were Dan?

Key Actions:

- 1.
- 2.
- 3.

Situation 2

Why Did I Push All Those Buttons?

Discussion questions:

1. Why is Bill frustrated?
2. What would you do if you were Galina?

Key Actions:

- 1.
- 2.
- 3.

Situation

3

You Promised It Would
Be Here Today!

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Discussion questions:

1. Why is Matt so mad?
2. What would you do if you were Amal?

Key Actions:

- 1.
- 2.
- 3.
- 4.

Situation



This Needs To Go Out
Today!

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Discussion questions:

1. How is Mark feeling?
2. How is Malaika feeling?
3. What about Sue? How is it affecting her?
4. What would you do if you were Mark?
5. What would you do if you were Sue?

Situation



This Needs To Go Out
Today!

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Key Actions:

- 1.
- 2.
- 3.

Situation



Where Are The Drop Cloths?

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Discussion questions:

1. How is Mary feeling?

2. What would you do if you were Rick?

Key Actions:

1.

2.

3.

Situation

7

It's A Policy Thing...

Discussion questions:

1. How is Kim feeling?

2. What would you do if you were Galina?

Key Actions:

1.

2.

3.

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Situation

8

Let Me Make Myself
PERFECTLY CLEAR...

Discussion questions:

1. How is Eric feeling?

2. What would you do if you were Amal?

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Key Actions:

1.

2.

3.

4.

5.

Summary of Situations and Key Actions:

1. **“Are You Going To Get That?”** The phone rings while dealing with a face-to-face customer.

Key Actions: *Ask for permission & wait for response*
Ask caller to hold
Thank the customer and finish up

2. **“Why Did I Push All Those Buttons?”** An irate customer who has just gone through an automated phone system.

Key Actions: *Thank & empathize*
Reassure
Stay positive

3. **“You Promised It Would Be Here Today.”** A customer whose delivery expectations have not been met.

Key Actions: *Thank customer*
Fix the problem
Offer something extra
Renew relationship

4. **“This Needs To Go Out Today!”** An internal customer who has been promised service, but has not received it.

Key Actions: *Fix the problem*
Look for alternative solutions
Follow up

5. **“You’re The Third Person I’ve Talked To...”** An upset customer who has been transferred several times.

Key Actions:

- Empathize*
- Assure you can help*
- Get information*
- Explain actions*

6. **“Where Are The Drop Cloths?”** Being interrupted by a customer who needs help.

Key Actions:

- Totally focus on customer*
- Walk customer to area*
- Help, or get help, for customer*

7. **“It’s A Policy Thing...”** Making an exception to a policy to help a customer.

Key Actions:

- Empathize*
- Reassure*
- Make it right*

8. **“Let Me Make Myself PERFECTLY CLEAR...”** An angry customer who receives an unexpected high bill and damaged goods.

Key Actions:

- Let customer vent*
- Acknowledge emotions*
- Restate/agree*
- Gently confront*
- Move to solution*

Summary of Key Actions

- Thank & empathize
- Acknowledge emotions
- Ask for permission
- Reassure you can help
- Offer to go the extra step
- Gently confront

Make It Stick Exercise 1

Instructions: In small groups do the following steps:

1. You will be practicing your new skills by acting out customer service situations. You will get the opportunity to look at the situation from a customer's perspective and from a service provider's perspective. In your group decide who is going to be the customer and who is going to be the service provider. You will trade roles later.
2. Obtain situation cards from your facilitator. The customer will receive a "You Are The Customer" card and the service provider will receive a "You Are The Service Provider" card. Read over the cards. The goal of the exercise is for the service provider to turn the situation into a positive experience for the customer.
3. PRACTICE time - You will have 10 minutes to act out the situation. By using the key actions suggested in the video, the service provider should be able to say "glad I could help" and the customer should be left with a positive, memorable impression. Okay? Begin!
4. FEEDBACK time - Once you are finished with your first situation you will have 1 minute for the service provider to say what they thought they did well and what they could improve. The customer will also have 1 minute to say how they thought the service provider did well and where they could improve.
5. Now trade roles. Obtain a second situation card from your facilitator. Repeat steps 3 and 4.

Make It Stick Exercise 2

Instructions: In small groups do the following steps:

1. You will be practicing your new skills by acting out customer service situations. You will get the opportunity to look at the situation from a customer's perspective and from a service provider's perspective.
2. Divide your small group in half by numbering off by 2s. All the #1s will together act as one customer and all the #2s will together act as one service provider. The customer (#1s) and the service provider (#2s) will have 15 seconds to confer with each other before one person, acting as the voice, will respond. You will trade roles later.
3. Obtain situation cards from your facilitator. The customers will receive a "You Are The Customer" card and the service providers will receive a "You Are The Service Provider" card. Read over the cards. The goal of the exercise is for the service providers to turn the situation into a positive experience for the customers.
4. PRACTICE time - You will have 10 minutes to act out the situation. By using the key actions suggested in the video, the service provider should be able to say "glad I could help" and the customer should be left with a positive, memorable impression. Okay? Begin!
5. FEEDBACK time - Once you are finished with your first situation you will have 1 minute for the service providers to say what they thought they did well and what they could improve. The customers will also have 1 minute to say what they thought the service provider did well and what they could improve.
6. Now trade roles. #1s become #2s, and #2s become #1s. Obtain a second situation card from your facilitator. Repeat steps 4 and 5.

Planning for the future - the real thing!

Instructions: Review your pre-work questionnaire. Would you change any answers after going through this session?

After you have reviewed your answers on the pre-work questionnaire, pick one new technique you learned today. Describe below how you will take this new information and immediately implement it into your daily job.

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Session Evaluation

Please circle the number that best describes your evaluation of the training session.

	Strongly Agree	Agree	Disagree	Strongly Disagree
This training program concentrates on understanding the importance of responding positively in difficult customer service situations.	4	3	2	1
This training program helped me understand that the only thing that really matters to customers is how they are treated.	4	3	2	1
As a result of this program, I am more confident in MY ability to have a 'glad I could help' attitude and make sure that the customer is left with a positive, memorable impression.	4	3	2	1
The objectives of the program were clearly presented.	4	3	2	1
Opportunities to ask questions and discuss issues were sufficient.	4	3	2	1
The session was well organized.	4	3	2	1

The best part of the program was:

This program could be improved by:

Additional comments:

I would recommend this session to others (circle one). Yes No