

FOR
PREVIEW
ONLY

Glad I Could Help:

Real Customer Service Situations
for Discussion

Self-Study Workbook

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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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STUFF FIRST

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.

T h i s p r o g r a m i s d e s i g n e d t o . . .

Glad I Could Help: Real Customer Service Situations for Discussion will show you how to respond positively in difficult customer service situations. Customers want empathy in difficult situations. The number one thing that really matters to customers is how they are treated.

Glad I Could Help will help you learn how to exhibit a “glad I could help” attitude when dealing with customers. By responding with a “glad I could help” attitude, customers will feel positive about you, the organization, and the way they have been treated – ultimately creating long-term customer loyalty.

You will know how to...

Once you've been through this course, you should 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.

Pre-work Questionnaire

Instructions: Prior to watching the program, 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.

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 her 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.
 - 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 someone who can help her.

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 you understand 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.

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Glad I Could
Help Self-
Study Session
Instructions

Getting Started

When starting any type of learning experience, the first question on the learner's mind is, "What do I get out of this?" Well, here are some of the benefits of learning how to have a "glad I could help" attitude:

- Job satisfaction – knowing that you've provided good customer service, you feel good about the day and what you have done
- Reduced stress – knowing how to deal with difficult customers and not letting them get you down
- Help more customers – dealing with customers more quickly and efficiently allows you to help more customers

And, in case you're wondering what's the upside for the organization...

- Retain good employees – employees who are well trained and given the tools to help them do their job will stick around longer and are more satisfied in their jobs
- More loyal customers – it's in the data; when we've got a reputation of being a caring organization, customers come back again and again
- Improved productivity – when we understand how to respond positively to customers in difficult situations we don't have to spend so much time dealing with the difficult customer, instead we can spend more time helping the customer

Watching the Video

The video you're about to watch, ***Glad I Could Help***, uses eight "discussion-trigger" examples of difficult customer service situations to help employees see the importance and value of taking a "glad I could help" approach to solving customers' problems.

Here's how it works:

You watch a dramatized example of a common customer service situation. The situation is played out right up to the point where a choice of action needs to be made.

When you see the "What Would You Do?" graphic appear on the screen, that's your cue to stop the video and answer a few questions about the action or actions that should be taken to leave the customer with a positive, memorable impression. There are questions on the following pages for each situation.

Start the video again and the narrator will explain one way to provide real "glad I could help" service for the situation. Stop the video at the end of the example. There is a place to note the key actions that were used for each situation. Once you are finished with the questions and have written down the key actions, start the tape again and go on to the next situation.

By the way, the people you see in this program obviously don't really work for your organization. But, for the purposes of the exercises, assume they do. And, more importantly, assume that the situations that you're observing really could happen here. Because, to be honest, most – if not all of them – either have happened, or could easily happen.

Situation
1

Are You Going To Get That?

After watching this situation on the video, please answer the following questions:

1. How is Lisa feeling?

2. What would you do if you were Dan?

After watching the situation again, what Key Actions were used:

1.

2.

3.

Situation 2

Why Did I Push All Those Buttons?

After watching this situation on the video, please answer the following questions:

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

After watching the situation again, what Key Actions were used:

- 1.
- 2.
- 3.

Situation
3

**You Promised It Would
Be Here Today!**

After watching this situation on the video, please answer the following questions:

1. Why is Matt so mad?

2. What would you do if you were Amal?

After watching the situation again, what Key Actions were used:

1.

2.

3.

4.

Situation



This Needs To Go Out Today!

After watching this situation on the video, please answer the following 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?

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**This Needs To Go Out
Today!**

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After watching the situation again, what Key Actions were used:

- 1.
- 2.
- 3.

**Situation
5**

**You're The Third
Person I've Talked To..**

After watching this situation on the video, please answer the following questions:

1. How is Greg feeling?
2. What would you do if you were Kayla?

After watching the situation again, what Key Actions were used:

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

**Situation
7**

It's A Policy Thing...

After watching this situation on the video, please answer the following questions:

1. How is Kim feeling?

2. What would you do if you were Galina?

After watching the situation again, what Key Actions were used:

1.

2.

3.

Situation

8

Let Me Make Myself
PERFECTLY CLEAR...

After watching this situation on the video, please answer the following questions:

1. How is Eric feeling?

2. What would you do if you were Amal?

After watching the situation again, what Key Actions were used:

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 time.

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

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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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