



Customer Service Training Manual

Be the Best You Can Be

The Importance of Customer Service

Customer service is crucial to a company. The business depends on its customers to keep the doors open and our employees employed. The number one reason company's lose customers is due to one bad experience with a customer service worker. We take pride in protecting our customers as well as our employees. Problem-solving is a crucial skill so we don't lose customers due to failure to solve their problem.

A close-up photograph of a person's hand in a white button-down shirt, pointing their index finger towards the right. The background is blurred, showing more of the person's torso and another hand holding a device.

Overview

Why is customer service crucial?



Customer Service Duties

Professionalism in Difficult Situations, Dealing with Challenging Customers, Dealing with Diverse Customers

Customer Service Dos and Don'ts

Protecting yourself with the right mindset and attitude can help alleviate difficult customers. Below are some tactics you can use to defuse the situation.

DO

- Show empathy and say “I’m sorry”
- Remain calm and objective
- Encourage the customer by saying “tell me what happened”
- Involve the customer
- Provide clear solutions
- Exceed the customer’s expectations
- Assure the customer you will make sure to prevent future similar situations from occurring

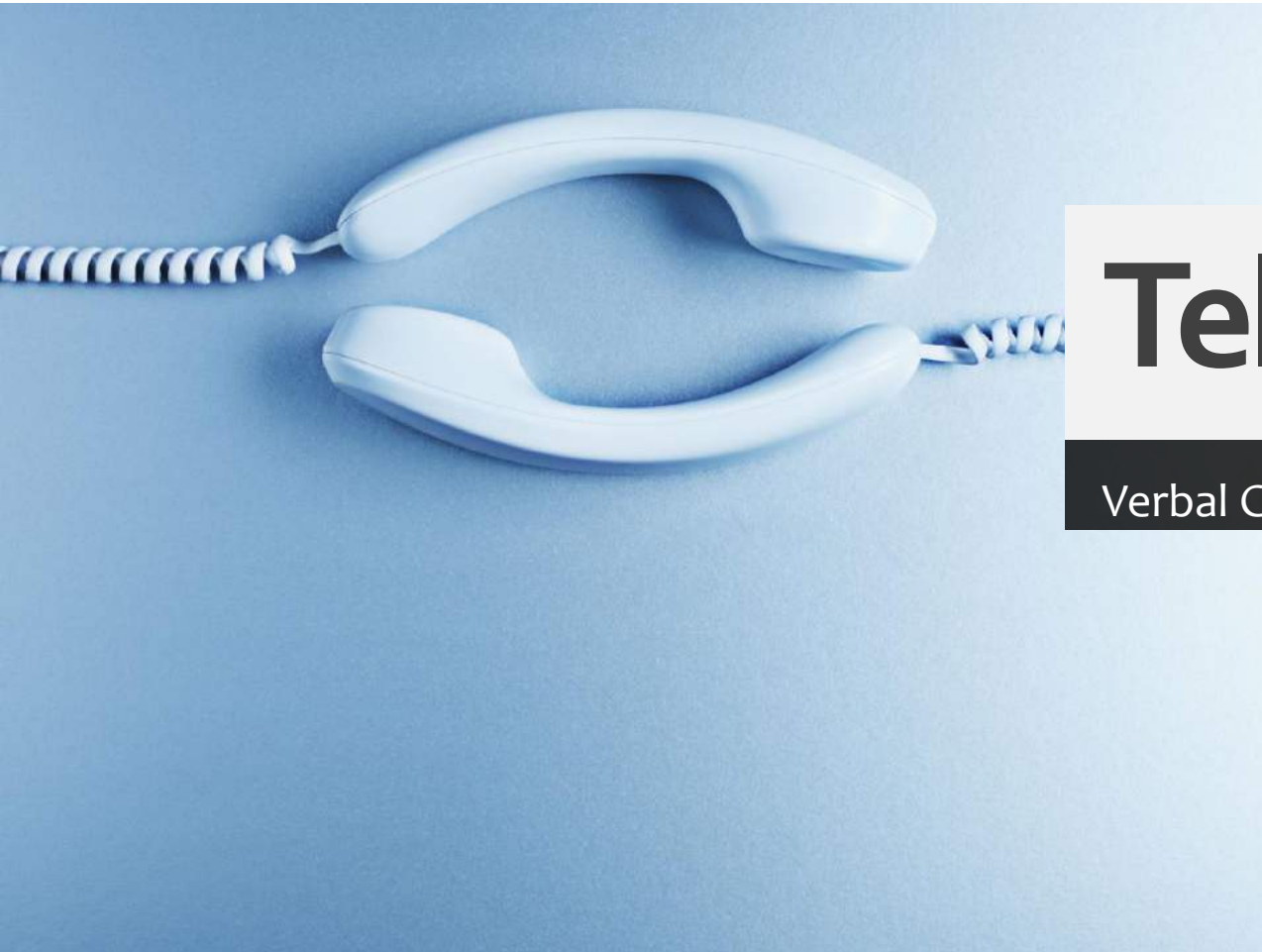
DON'T

- Get angry yourself
- Tell the customer to ‘calm down’
- Interrupt the customer



Customer Service Skillsets

Telephone, E-communications, and Teamwork



Telephone Skillsets

Verbal Communication

- Speak at a proper rate of speed and volume, with a tone that conveys commitment and competency
- Be inclusive of the customer by asking permission before transferring or putting them on hold
- Thank the customer for their patience, apologize for delays, and assure them a solution is on the way



E-Communications

E-mail, corporate websites, social media postings, etc.

- Writing must be brief, clear, concise, and convey important detail with a cordial tone
- Use a template where possible
- Pause or take a break and come back to double check messages for errors
- Use the Internet as a valuable tool to research and develop your career



Teamwork

Effective teamwork

- Three primary components: common vision, complementary skills, and bonding
- Diversity of skills and perspectives
- Forming, storming, norming
- Help resolve team conflicts and problems

A close-up photograph of a pair of hands, one above the other, gently cupping a bright red, glossy heart. The background is a neutral, light-colored surface.

Time, Stress, and Work Management

Self-care

- Collaborate with employers to ensure proper steps for time management and productivity
- Rest, rest, rest! A rest period every 90 minutes can keep workers at maximum efficiency
- Don't allow negative emotions affect your well-being
- Create time for relaxation and other activities



Thank You