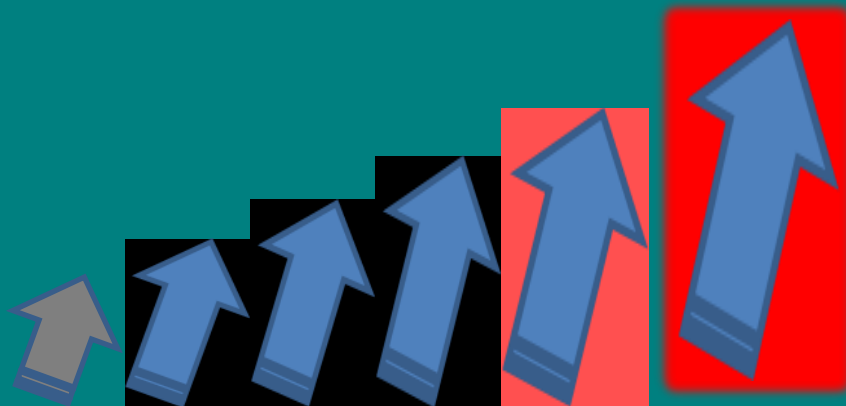


*Pursuing Excellent*

*Customer Service*



***Time to Raise the Bar as a Customer  
Service Professional***



***Pursuing Excellent Customer Service: Time to Raise the Bar as a  
Customer Service Professional:***

***OFFEI Enterprises***

**Introduction**

As a consumer, it doesn't matter WHERE you are located in the world, visiting ANY establishment providing a service or product of WHATEVER. Customer (Client) service, can and will either promote your loyalty to that service or detract it so that you will not go to that establishment ever again. But your decision is not enough, you go further by sharing your experience also!

There is truth to the saying, "BAD news travels faster than GOOD news." Bad news leads in the local, national, and international TV news. It's the front page headliner in the paper. It's often the first discussion among families, friends, and employees. Even when given a choice we want to hear the BAD news before we hear the Good.

When something good happens to you, you tell **4-6** people.

When something bad happens to you, you tell **EVERYBODY!!**



## Introduction Continued:

Today we can see how Customer (Client) Service affects us as consumers. As a business or organization, the customer service YOU provide will either promote your business or be responsible for the ultimate foreclosure of your business. You not only represent the business, you **are** the business!

This is in any business. It's our grocery stores, our restaurants, our hotels, our hospitals, our car dealerships, our corporations, our large and small businesses.

This is also for anyone selling a service or product. It's our waitresses, our desk clerks, our fast-food window server, our busboys, our salesperson, our frontline employees and their supervisors.

We are in world where providing satisfactory service is **not enough for them to come back!** We must go beyond our customer's expectation and provide **extraordinary service** to ensure that your consumer will come back you and not choose another provider. It's called Customer Satisfaction.

This workshop is designed as an introduction to Customer Service skills and a refresher course to all who provide products and services.



By the end of this Workshop we will achieve these objectives.

**This mini lesson will focus on #4:**

1. Experiencing the Gravity of Excellent Customer Service
2. Accounting for Personal and Professional Ownership
3. Communicating with Care, Empathy & Professionalism
- 4. Turning a Customer Challenge into an Opportunity**



## Objective 4: Turning a Challenge into an Opportunity



As a Customer Service Professional, you will experience disgruntled customers (clients), where regardless what you may say, they are still disgruntled. This is a challenge and even in these circumstances we must as Customer Service Professionals still be professional, considerate, representative, and kind. Equipping people with tools to diffuse a bad challenge is the purpose of this objective. Although it's a difficult task, there are tools and techniques a Customer Service Professional can use. Recall our prior discussions with customers who are put on hold too long and how we described their **RAGE**.

We will share a few tools and techniques and on the next page, there will be scenarios where you will demonstrate how to turn a Challenge into an Opportunity using these very tools and techniques.





Situation	Tools & Techniques
Customer expresses need	Acknowledge & Assurance
Business was wrong	Apologize, Acknowledge
Customer is venting	Empathy statements, Refocus, Ask probing questions,
Customer requests Follow-up	Give Assurance and Follow-up
Customer's not sure what they need	Ask probing questions. Provide advice and direction.
Customer is not sure what you're doing	Explain reasoning and actions.
Angry customer among bystanders	Isolate & Detach customer, calming tones, giving a moment for the customer to reflect and think.
Customer striking out verbally	Do not fall for the bait, Find agreement (I would feel the same way if ...), Refocus (So let's find out what...)
Customer feels helpless	Offer choices, Empower, empathy, give alternatives.



## Small Group Exercises

- Divide into 3 or 4 groups and create a role play choosing a Situation, Tool, and Technique on the prior page.
  - Each group take 15-20 minutes to discuss strategy and Perform the role Play for the other groups. It's important to play roles familiar to your job
  - Use the tools and techniques on the previous page.
  - After each performance, the observers will guess which tool and technique was used. This is meant to be enlightening and fun!

**Discussion:** After all of the performances, discuss. How do you feel about these tools and the process of turning a challenge into an opportunity? What can you take back to your organization??? Note it down on the next page.







If you are interested in discussing your organization's needs and/or booking Dawn M. Offei, OM-MS, of OFFEI Enterprises for training in your organization please reach out:

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