

***Exceptional Customer Service* is designed to help people who work directly with customers as well as people who manage people who work with customers. Ultimately of course it aims to help customers!**

The world today is very different from the past. Customers expect more and there is much more that organisations and individuals can provide. You are expected to:

- Look after the customer you are dealing with. Now. Effectively and efficiently.
- Keep all the other customers happy at the same time.
- Keep the organisation in good financial shape as well.

This guide is designed to help you do your job better in the face of these increased demands and challenges. Anyone can simply provide a 'good' service, this guide aims to help you to provide an exceptional one.

Benson & Company conduct 'in-house and public courses' and employee development programmes for public and private organisations throughout United Kingdom and internationally. Our programmes assist individuals formulate professional working strategies that channel their talent into tangible organisational outcomes. For a free taster session call: 0800 088 7569 or visit; benсонcompany.co.uk

SABEL
&
STONE

A Sabel & Stone Publication
LONDON & NEW YORK



£5.99 UK / \$9.99 US

Benson & Company



For more info on Benson & Company development programmes visit: benсонcompany.co.uk

EXCEPTIONAL CUSTOMER SERVICE

13 PRINCIPLES FOR
REVOLUTIONISING & REDEFINING
YOUR CUSTOMER SERVICE EXPERIENCE



Benson & Company

ESSENTIAL MANAGEMENT GUIDES

EXCEPTIONAL CUSTOMER SERVICE

13 PRINCIPLES FOR
REVOLUTIONISING & REDEFINING
YOUR CUSTOMER SERVICE EXPERIENCE

INTRODUCTION

Everybody has customers these days; not just retail staff and hotel staff, but bankers, civil servants and people working for charities. Providing an exceptional level of customer service is therefore an aim for everyone in work. If you do, it will also keep you in your career!

This guide contains 13 short chapters, each containing gems of wisdom that are relevant to every sector of the economy. It isn't a major tome, but it contains many useful tips, ideas and concepts that you can pick up in a matter of minutes but which will serve you for a lifetime. The chapters have been organised roughly into affinity areas, so it makes some sense to read them in sequence, but they have also been made sufficiently pithy to try to be a 'dippable' book that you could turn to in quiet periods between customers or whilst commuting to work.

This book is based on the real world of customer service, not a theoretical or academic one.

CONTENTS

PRINCIPLE 1.	THREE LITTLE PRINCIPLES THAT MEAN A LOT TO CUSTOMERS	7
PRINCIPLE 2.	HOW TO MASTER THE ART OF MAKING INSTANT CONNECTIONS WITH CUSTOMERS	10
PRINCIPLE 3.	THE BEST TOOL FOR GETTING OFF TO A GOOD START WITH A CUSTOMER	13
PRINCIPLE 4.	FOUR WAYS TO QUICKLY GET CUSTOMERS ON YOUR SIDE	15
PRINCIPLE 5.	THE POWERFUL GOLDEN RULE FOR WORKING WITH CUSTOMERS	18
PRINCIPLE 6.	THE FUNDAMENTALS OF ASSERTIVE COMMUNICATION AND HOW THEY APPLY TO YOUR POSITION	20
PRINCIPLE 7.	HOW TO GET IRATE CUSTOMERS TO CALM DOWN BY CHANGING HOW YOU SPEAK	23

PRINCIPLE 8.	LEARNING TO LISTEN – THE 4 LEVELS	25
PRINCIPLE 9.	WHAT WORKS – FOR DISARMING AN ANGRY CUSTOMER	27
PRINCIPLE 10.	HOW TO LET CUSTOMERS FEEL THEY'RE RIGHT – WITHOUT BENDING COMPANY RULES	29
PRINCIPLE 11.	AVOID THESE DEADLY CUSTOMER TURNOFFS	31
PRINCIPLE 12.	KEYS TO MANAGING CUSTOMER SERVICE EMPLOYEES	34
PRINCIPLE 13.	HOW TO REDUCE TURNOVER AND KEEP CUSTOMER SERVICE EMPLOYEES SATISFIED	37

PRINCIPLE 6:

THE FUNDAMENTALS OF ASSERTIVE COMMUNICATION AND HOW THEY APPLY TO YOUR POSITION

Two Americans came up with a very useful model for feedback. It is called the JoHari Window and it looks like this:-

I know	i) I know and you know so we can both do something about this (including deciding to do nothing)	ii) I know but you don't know. So I can't expect you to do anything about this, so you could see this as my hidden agenda
I don't know	iii) You know but I don't know. So I can't be expected to do something about this but you could, so if you don't it must be your hidden agenda	iv) Neither of us know about this so no one can be expected to do anything about this at all
	You know	You don't know

It is also very relevant in the area of customer service. Let's take 'I' to mean the reader; the front-line provider of customer service. 'You' can mean either:-

a) the customer

or

b) the manager of the front line provider of customer service.

a) The Customer

If the customer keeps his or her requirements or limitations in box iii) then the customer service provider cannot provide a good level of service.

If the customer keeps his or her level of dissatisfaction in box iii) then they cannot expect the problem to be resolved.

Once the customer puts their requirements, limitations and/or dissatisfaction in box i) then they have a very reasonable expectation that I will provide them with exceptional customer service.

b) My boss

If I have a problem that I need to sort out but I keep it in box ii) in relation to my boss, I can't expect any support or

assistance from that quarter. However, if I put any needs for help or support into box i) and my boss doesn't provide; then my boss can't really expect me to fix it.

[NB Sometimes customers are not actually aware of, or sure about, what their requirements and limitations are; in these instances, a really exceptional customer service person would help the customer to identify them for himself and then get them into box i)]

End of Sample

To get the full version for this Guide please go to
www.managementguides.co.uk
(bulk discounts available for your team or department)

For Leadership and Management Training
please visit
www.bensoncompany.co.uk

for £100 voucher for your next course:
<https://bensoncompany.co.uk/pdf/voucher.pdf>

Thanks!