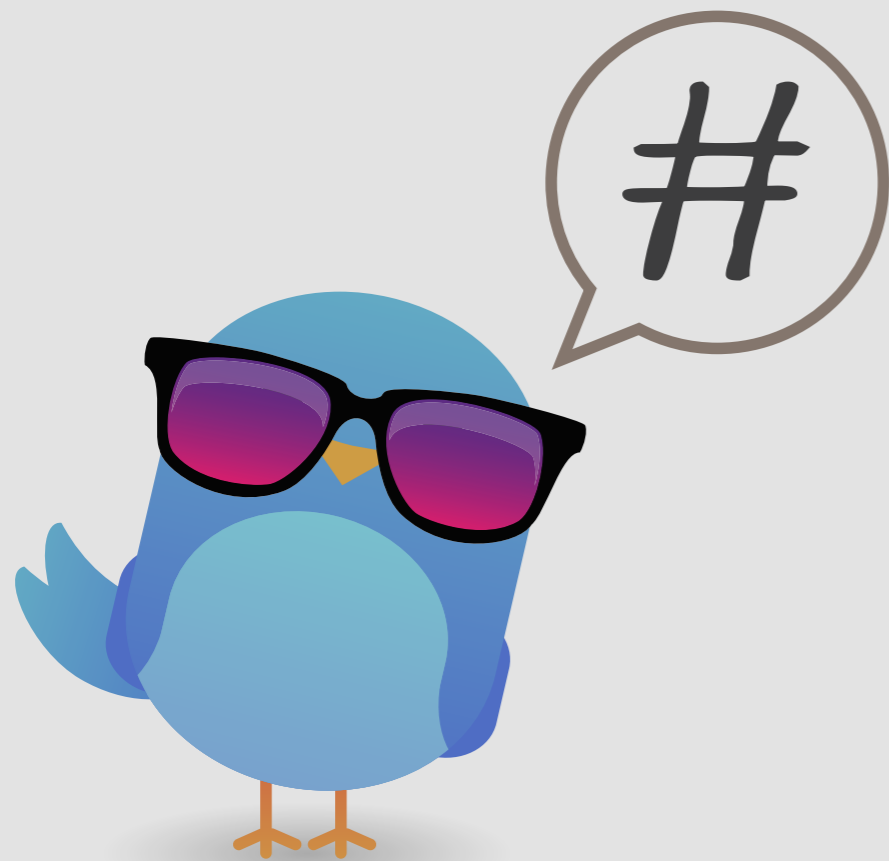


CAN YOU TEACH

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**CUSTOMER SERVICE SKILLS?**



@RUBYVIXEN

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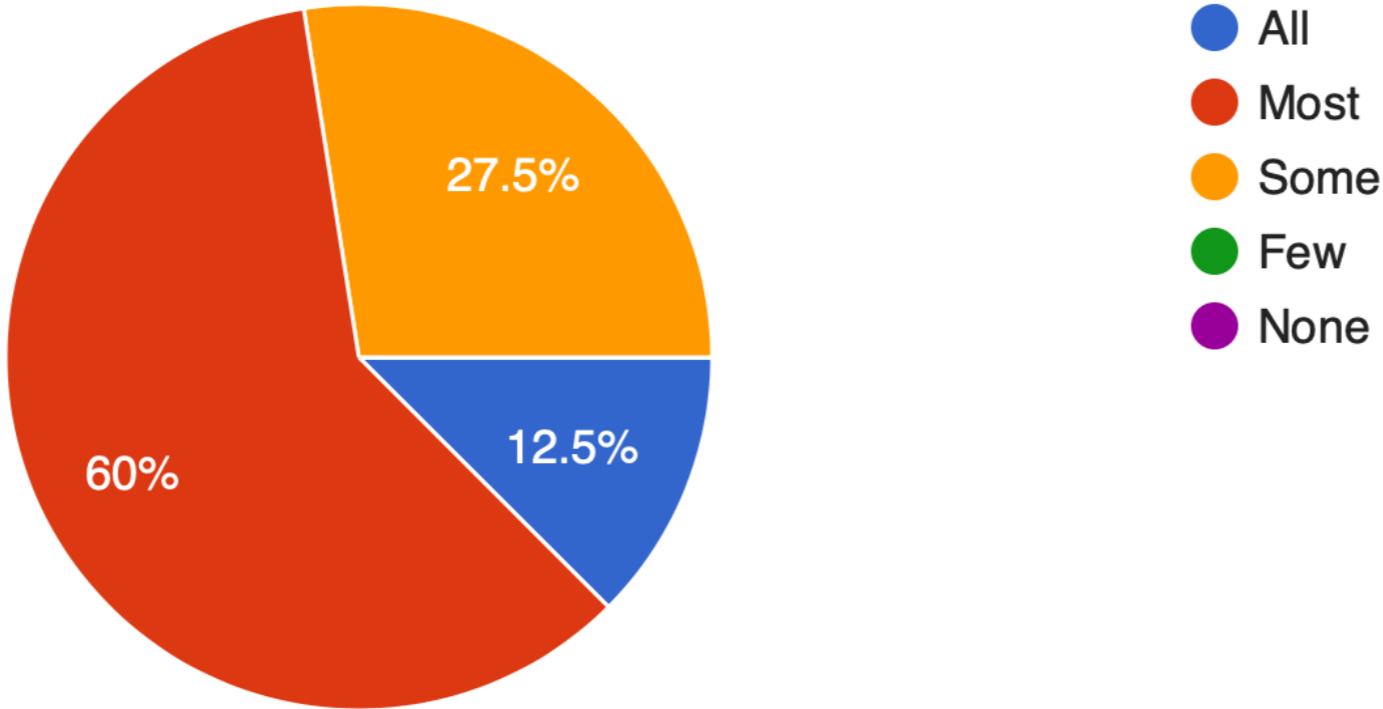
**#SUNYTECH2019**  
**#CUSTOMERSERV**



**WHAT DO THE  
EXPERTS THINK?**

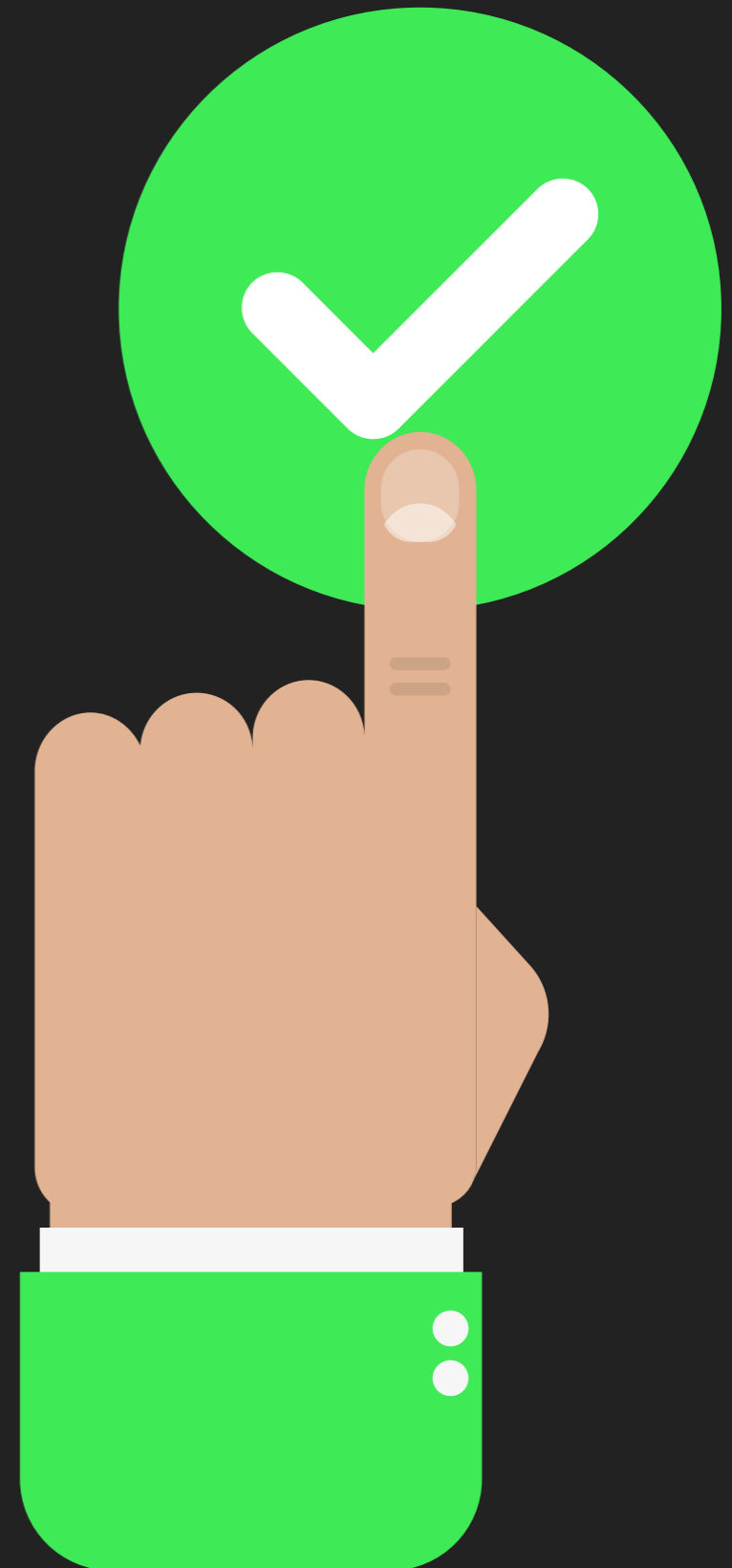
# Can you teach customer service skills?

40 responses



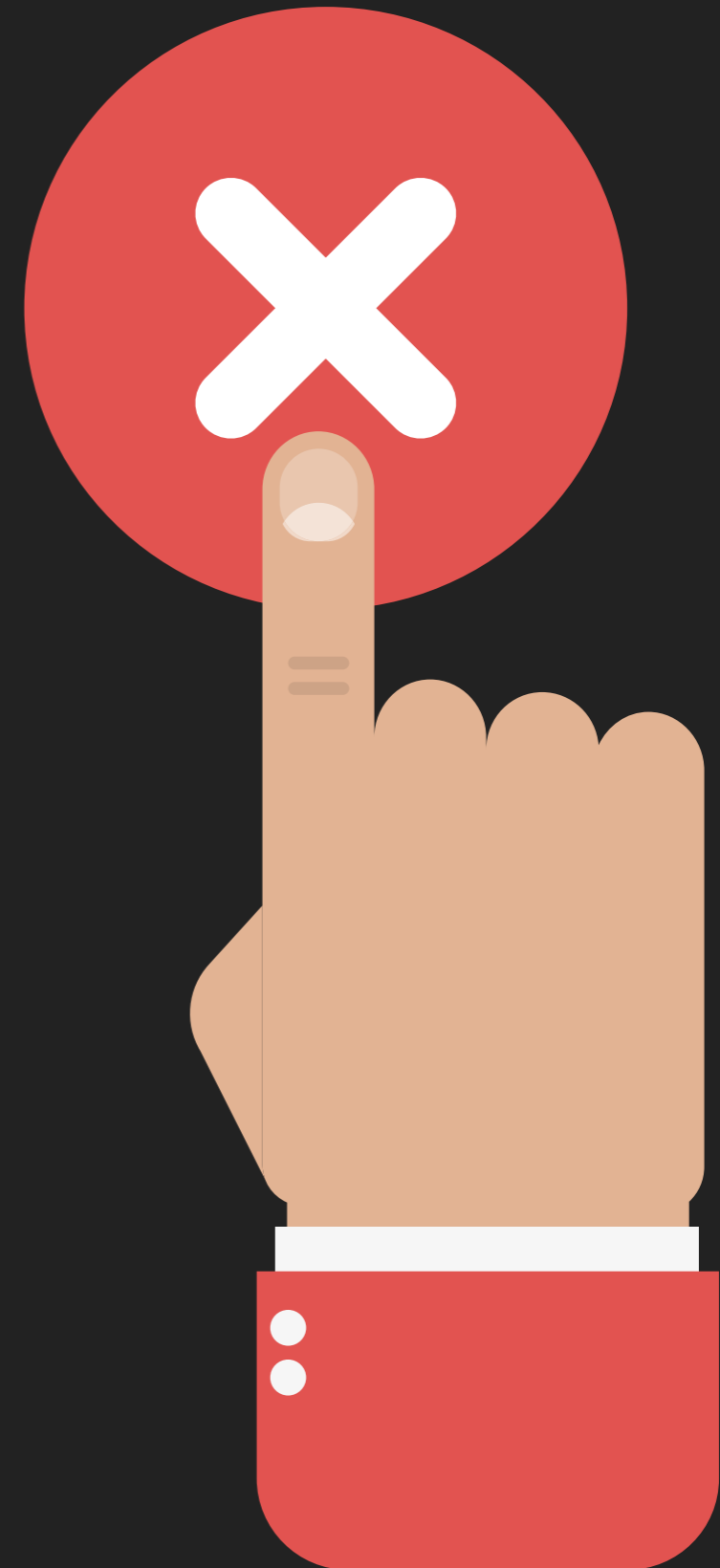
## SKILLS YOU CAN TEACH

- ▶ Etiquette
- ▶ Language Skills
- ▶ Problem Solving
- ▶ Knowledge
- ▶ Technical Skills
- ▶ Following a Process
- ▶ Active Listening



## SKILLS YOU CAN'T TEACH

- ▶ Empathy
- ▶ Patience
- ▶ Attitude
- ▶ Enthusiasm
- ▶ Willingness to Learn
- ▶ Compassion
- ▶ Commitment



LET'S IMPROVE

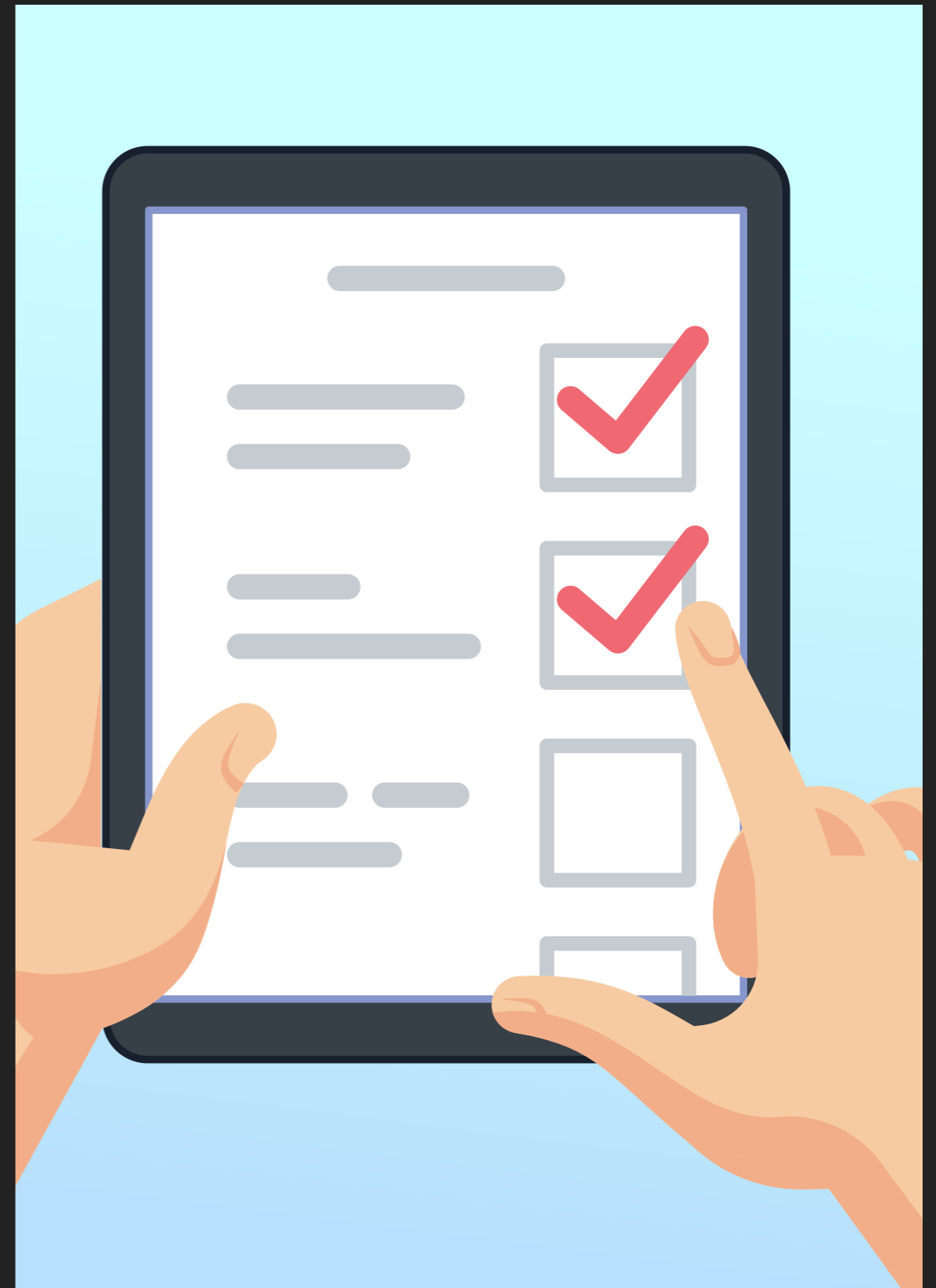
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**EMPLOYEE CUSTOMER  
SERVICE SKILLS**



## SKILLS SURVEY

- ▶ “How easy is it to teach or improve these 14 skills?”
- ▶ Scale:
  - ▶ Very Easy – 3
  - ▶ Somewhat Easy – 2
  - ▶ Somewhat Difficult – 1
  - ▶ Impossible – 0



## SKILLS INVENTORY – PART 1

- ▶ Knowledge – 2.45
- ▶ Ability to use positive language – 1.97
- ▶ Clear communication skills – 1.84
- ▶ Time management skills – 1.79
- ▶ Acting Skills – 1.61
- ▶ Attentiveness – 1.50
- ▶ Ability to handle surprises – 1.42

## SKILLS INVENTORY – PART 2

- ▶ Persuasion skills – 1.37
- ▶ A calming presence – 1.37
- ▶ Tenacity – 1.29
- ▶ Ability to read customers – 1.18
- ▶ Patience – 1.13
- ▶ Willingness to learn – 0.97
- ▶ Empathy – 0.82

CUSTOMER SERVICE

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**HIRE FOR...**

## HIRE FOR THE SKILLS THAT ARE THE MOST DIFFICULT TO CHANGE

- ▶ **Willingness to learn**
- ▶ Empathy
- ▶ Patience
- ▶ Persuasion
- ▶ Tenacity
- ▶ A calming presence
- ▶ Ability to read customers



CUSTOMER SERVICE

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**POLICIES**

## POLICIES

- ▶ Provide clear expectations for customer service behavior
- ▶ Coach employees that need extra guidance and examples
- ▶ Lead by example – in public and behind closed doors
- ▶ Ensure employees know WHY customer service is important



CUSTOMER SERVICE

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**TRAINING**



# PRACTICE MAKES PERFECT

- ▶ Bring in real life examples
- ▶ Be a facilitator – let the participants discover the answers
- ▶ Use games if you can maintain a playful, enthusiastic approach
- ▶ Climate and culture
  - ▶ Rewards for each game
  - ▶ Friendly competition



# KNOWLEDGE

- ▶ The Best of Times and the Worst of Times (20 minutes)
  - ▶ My best customer service experience = “What to Do”
  - ▶ My worst customer service experience = “What not to Do”
- ▶ Mission Possible (20-25 minutes)
  - ▶ groups of 3-5
  - ▶ work together to create a mission statement for their department

## POSITIVE LANGUAGE

- ▶ Let Me Tell You What I Can Do (20 minutes)
- ▶ When you can't fulfill the customer's request:
  - ▶ Explain the reason
  - ▶ Show empathy
  - ▶ Offer an alternative solution
- ▶ Create handout with real examples

## CLEAR COMMUNICATION SKILLS

- ▶ Tennis Shoe Alien
  - ▶ participants give explicit instructions
  - ▶ try for about 10 minutes
- ▶ Follow up Questions
  - ▶ What did you learn about giving instructions?
  - ▶ How do you know if a customer is following instructions when you're on the phone?
  - ▶ How can you give better instructions to your customers?

## TIME MANAGEMENT SKILLS

- ▶ Student employees are managing many things
- ▶ Basic time management tools
  - ▶ Calendar
  - ▶ To do list
  - ▶ Note taking / Information
- ▶ Key skills: prioritization, avoiding procrastination, scheduling, managing stress

## ACTING SKILLS

- ▶ Five Pillars of Success
- ▶ Role-Play with Two Actors
  - ▶ Take One **without** *smile, greet the customer, open body language, eye contact, thank the customer*
  - ▶ Take Two **with** *smile, greet the customer, open body language, eye contact, thank the customer*
- ▶ Debrief with participants

# ATTENTIVENESS

- ▶ Actively engage with customers with strong listening skills
- ▶ Self assessment of listening habit tendencies *examples*  
(Frequently, Sometimes, Rarely)
  - ▶ I pretend I'm paying attention when my mind is drifting off
  - ▶ I cut people off or finish their sentences because I know what they're going to say
  - ▶ When someone is speaking to me, I look around the room to see what else is happening

## ABILITY TO HANDLE SURPRISES

- ▶ Customer Service guidelines in place
- ▶ Unusual problem, not covered “in the manual”
  - ▶ search the manual
  - ▶ ask a co-worker
  - ▶ ask your supervisor
- ▶ Quick examples to drive the concept home



CAN YOU TEACH CUSTOMER SERVICE SKILLS?

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**TEACHING BY EXAMPLE WOULD BE  
MY BEST SUGGESTION**

**Customer Service Skills Survey**

CAN YOU TEACH CUSTOMER SERVICE SKILLS?

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**IT IS EASIER TO HIRE THE RIGHT  
PERSON THAN TO TRY TO TRAIN  
SOMEONE WITH NO PEOPLE SKILLS**

**Customer Service Skills Survey**

CUSTOMER SERVICE

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**QUESTIONS & DISCUSSION**