

This is an extract of some sections from our customer service workbook. We work with you to agree the full, relevant, contents.

1.1 Customer Services Workbook Examples

Exercise – What is Customer Service?

Working in pairs, write down what you believe is customer service.

.....
.....
.....

Exercise – Companies that give exceptional Customer Service?

Working in pairs, write down what it is that makes those companies exceptional at customer service.

.....
.....
.....

Exercise – Benefits and Solutions to Problems

People don't just buy products or services; they buy benefits and solutions to problems. In fact, all products or services are there to solve problems ... the customer's problems. When they cease to solve the problem, or the customer finds a better solution, then the supplying company itself has a problem!

Working in pairs, write down some examples of benefits and solutions to problems that you offer at [your company name].

.....
.....
.....

Complaints

If you have 100 customers and you receive one complaint ... does this mean you have 99 satisfied customers?

Research show that not everyone makes an official complaint and for every complaint you receive there will be another six who have not made a complaint but feel equally dissatisfied. Worse still is each dissatisfied person is likely to tell another six or so people about their unhappy experience.

In other words: For every one complaint there are about seven unhappy customers, and a further 40 who have had bad reports about you.

Seven Ways to save a Departing Customer

When customers are upset or irate, you'll need to use all your "recovery" skills to save them. Here are some of the things upset customers are looking for when they call to complain:

1. To be listened to and taken seriously - don't treat their calls lightly or try to brush them off with flippant remarks.
2. Your understanding of their problems and the reason they're upset - your company is there to provide a service. If things go wrong the customer has a right to complain.
3. A sense of urgency in handling their problem - deal with problems immediately. There is nothing more irritating than being kept waiting when you are already angry.

Active and passive verbs in letter writing

Using active verbs will change your writing style from dull, impersonal and long-winded, to vigorous, interesting and readable.

There are two main methods to turn passive verbs into active verbs:

- Place the agent before the verb (the agent is the person, machine, etc., that does the doing)
- Cut out as much of the passive verb as possible

Example

Passive:	If no money is withdrawn from the policy, the insurance-linked savings fund will continue to grow until a claim is made. Who withdraws the money? The policyholder. Who will make the claim? The policyholder.
Active:	If you do not withdraw money from the policy, the insurance-linked savings fund will continue to grow until you make a claim.
Note:	We could redraft the sentence starting with the phrase: <i>"If the policyholder does not withdraw..."</i> however, if the reader is the policyholder, it is much better to personalise the message and use the pronoun "you": <i>"If you do not withdraw..."</i>

Exercise

Working in your pairs make these passive sentences into active sentences.

1. "Your complaint has been investigated"
.....
2. "The service contract is drawn up to allow..."
.....

Phrases to avoid

The following phrases are not required. Instead address issue(s) in the main paragraphs:

- “I assure you that this is an isolated incident and does not reflect the high level of service we offer to all our customers.” Note the risk that this issue will occur more than once

Exercise

Inappropriate phrases can create the wrong impression. Read these phrases and decide whether they are useful or should be avoided. If they should be avoided write a suggested phrase.

Phrase	Use or avoid? Suggestion if 'avoid'
“I would like you to accept my apologies for the delay in my response. I assure you that no discourtesy was intended”	
“I understand my decision on this matter may not be to your satisfaction”	
“You’ll have to...” or “You should ...”	
“We can’t do that.”	

Business Game – Pipeline

Our fun icebreaker or customer service game focusing on Targets, Planning, Resource Management and Customer Service.

Choose from 6 ways of using the game for different learning outcomes. For example, when using the game for customer service training the team is asked to quote to the customer how many ‘deliveries’ they can make in the time allowed.

The Process

Team members are issued with a piece of half-pipe which they hold next to another team member’s pipe to create a gutter effect. This will allow a ball to roll down the pipe.

The group’s task is to get the ball to roll over a set distance and into a container at the end. This must be achieved without the participants touching the ball or allowing the ball to stop or drop to the floor (this represents a failed delivery).

However, the distance the group must transport the balls is greater than the distance of all the pipes combined (end to end). This means that once the ball has passed through their length of pipe they must join the end of the pipeline so the balls can continue to run the full distance.

Each team member realises they play a vital part in customer care, who want their product delivered in good condition and on time.



Key learning points of the game

- Brings out key issues such as Customer service, Intercommunication, Taking on responsibility, Planning, Resource Management, Supply Chain, Focusing on targets, Teamwork and Leadership
- Failing to plan is planning to fail
- Customer are precious and easily lost
- More haste can mean less speed
- Don't over promise and under deliver
- Acts as an icebreaker and leads to greater understanding between group members
- Fun for the participants, but with lots of learning.



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Other relevant training courses:

- [Letter Writing](#)
- [Telephone Techniques](#)
- [Interpersonal Skills](#)
- [Problem Solving with Creative Thinking](#)
- [Telephone Sales](#)
- [Dealing with Difficult People](#)
- [Assertiveness](#)

Other customer service business games:

- [Over the Bridge](#)
- [Running Your Business for Profit](#)
- [Supply Chain](#)
- Coming soon: Customer Service Decisions