# Discussion Topics

# Chapter 10: Meeting the Customer’s Expectations

The following Discussion Topics correlate with *Job Savvy*, sixth edition. Discussion Topics provide directions to help you in instructing your students during class time.

Activities Supplements are provided in the ebook to offer students guidance to complete activities found in the margins of their workbook. You may want to present these as in-class activities or as homework assignments. Review Activities are provided in separate handouts to instructors only. The questions found therein may be used in the classroom or as review activities (graded or not).

# Discussion Topics

## The Customer Is Always Right (page 154)

To introduce this chapter, discuss the importance of customers to every organization. Define *customer service*. Review the information in Table 10.1 Reasons Customers Don’t Return. Discuss the importance of customer loyalty to organizations.

After students have completed the “Customer Service Checklist” (page 154), discuss the definition of *good customer service*. Good customer service is treating customers the way that you would like to be treated. How do you want to be treated?

## Providing Good Customer Service (page 155)

Discussion questions:

* When does customer service begin?
* Why is making a good first impression with a customer important?
* Discuss the three ways that your actions affect customers.

Review the information on pages 155–158. Highlight the following points. After each statement, ask why this action provides good customer service.

* Serving customers is the most important thing you do.
* Courtesy makes a business competitive.
* Whenever customers enter a business, immediately acknowledge their presence.
* Practice good listening skills when talking with customers.
* Once customers have expressed a need or placed an order, ask open-ended questions.
* When you think that you understand what a customer wants, repeat it.
* Negotiate the final result when resolving a customer’s issue.
* As soon as you know what the customer wants, take action to provide the service or product.

## How Job Savvy Are You? (page 159)

After students complete the *How Job Savvy Are You?* exercise (page 159), discuss the answers in class. Follow up by pointing out the information “Basic Customer Needs” (page 160). Point out that good customer service meets these basic needs.

## Providing Good Customer Service on the Phone (page 160)

Point out the importance of knowing how to offer good customer service on the phone. Discuss answering promptly and greeting a caller properly. Talk about the challenge of listening to the customer’s needs when not face to face. Discuss how to reassure the customer that you are taking action to meet their need.

Use the information in “Phone Etiquette” (pages 161–162) to remind your students of ways to handle these situations.

## Providing Good Online Customer Service (page 163)

Discuss the various ways online customer service is used in businesses. After students complete *How Job Savvy Are You?* (pages 163–164), share these case studies and answers in class.

## Dealing with Difficult Customers (page 164)

Discuss reasons customers might be angry or rude. Point out that difficult customers may not be upset with the employee but frustrated by the situation. Discuss each of the following examples of difficult customers and how to handle the situation.

* **Customers with Complaints** Review the eight steps listed to resolving the customer’s problem.
* **Angry Customers** Review the guidelines in dealing with anger. Point out that involving a supervisor may be necessary. Discuss how an employee can control their anger.
* **Rude Customers** Review the professional ways suggested to deal with rude customers. Remind students that good customer service does not require an employee to tolerate rudeness.

## How Job Savvy Are You? (page 166)

Divide the class into small groups to complete the *How Job Savvy Are You?* exercise. When it is completed share the answers to each case study with the group. Define *service orientation* and review the information in “A Useful Skill: Service Orientation” (page 167). Discuss the reasons this is a valuable skill in the workplace.

## Summary Discussion Topic

Discuss this question with the class:

* What good customer service skills do you plan to develop?
* How do you plan to do this?

# Additional Resources

### Videos

Use the provided Video presentations to share helpful, chapter-specific visuals and information with your students.

### Additional Resource

In the Additional Resources document you will find links to important sources of information related to each chapter of *Job Savvy*. You can find more information about job search and success at <https://JIST.com>.