# Job Savvy

# How to Be a Success at Work

Sixth Edition

# Chapter 10: Meeting the Customer’s Expectations

## Video Transcript

Slide 1

# Title Card

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Slide 2

# Chapter 10 Meeting the Customer’s Expectations

Customers purchase products or services that allow an organization to make a profit. Without customers, an organization will fail.

Government and nonprofit agencies also need to serve customers well because customer satisfaction affects public support and funding.

Overall, good customer service results in increased customer spending, referrals, and customer loyalty.

This chapter will help you evaluate customers’ needs, identify proper responses to customer requests, questions, and complaints and apply problem-solving and decision-making skills to result in customer satisfaction.

Slide 3

# The Customer Is Always Right

One simple definition of good customer service is treating customers the way that you would like to be treated. Providing good customer service is a key ingredient of any organization’s success.

A customer’s needs must be met in three areas: price, quality, and customer service.

In manufacturing, workers must strive to make high-quality products.

Information workers (also called knowledge workers) should create valid, reliable, and dependable content.

Service workers should provide a pleasant and productive experience for customers. According to one study, businesses lose customers primarily because they had an experience with an indifferent employee. Every employee should work efficiently to keep prices low.

Slide 4

# Providing Good Customer Service

Customer service begins with you and your attitude. It’s easy to get caught up in the busywork that makes up every job and to think that it’s the most important thing you do.

Too often, employees see customers as a nuisance, even though a majority of customers want quality contact with an employee.

Frequently, these employees might keep talking on the phone, doing paperwork, or working on other things while the customer waits. The next time you think of a customer as a disruption, remember this: The customer is the person who actually pays your salary. Without customers, there are no jobs.

Slide 5

# Providing Good Customer Service (continued)

Courtesy makes a business competitive. When you encounter customers, politely ask how you may help them. Thanking customers, holding doors open, and carrying packages are all courteous actions that help customers feel good about your service.

Whenever customers enter a business, immediately acknowledge their presence. A greeting should be polite and make the customer feel that you’re interested and ready to help. However, don’t talk too long with one customer and ignore another or focus on completing a task when a customer enters your workspace. Avoid talking on the phone or texting when a customer is waiting for your attention.

Slide 6

# Providing Good Customer Service (continued)

Practice good listening skills when talking with customers. Listen attentively without interrupting. Ask open-ended questions. When you think that you understand what a customer wants, repeat it. If a customer is angry, control your emotional reaction. Explain that you are there to help them, that you understand they are upset, and that you will try to solve their problem. Be honest about what you can do to resolve their problem. It’s not always possible to give the customer exactly what they want. When this happens, you must negotiate and see what product or service can be offered to them.

Slide 7

# Providing Good Customer Service (continued)

As soon as you know what the customer wants, you can take action to provide the service or product. This is where you can make a positive impression. Give customers the product and service they want and more.

Meeting a customer’s expectations results in a satisfied customer. Going beyond what is expected creates a satisfied customer *and* loyal customer.

Slide 8

# Providing Good Customer Service on the Phone

Since most businesses serve customers via phone, knowing how to give good customer service by phone is important.

People calling a business expect to get an answer quickly. If the phone rings too many times, the caller often hangs up. So you should make an attempt to answer the phone as quickly as possible, even if it means putting the customer on hold for a short amount of time.

When you answer the phone, identify your business by name so that customers know right away that they have reached the right number. Identify yourself and ask how you can help the caller.

If you have to transfer a call, make sure the coworker answers before hanging up, and take an informative message if they are not available.

Slide 9

# Providing Good Customer Service on the Phone (continued)

Listening carefully to what the person is saying in a phone conversation is even more important than it is in a face-to-face encounter because by phone you aren’t able to observe body language.

Ask questions that help you understand what the customer needs. When you are certain that you know what the customer wants, repeat the customer’s response to gain confirmation that you heard the need correctly.

Once you have heard what the customer wants, explain exactly what you are going to do. This reassures the caller because they can’t see what you are doing. Once the customer understands what you plan to do, you can complete the action.

Slide 10

# Providing Good Customer Service Online

With the use of online shopping, banking, and bill paying, dealing with customers online is an important part of the business world.

Good customer service via email requires the same basic understanding as other communications, specifically: what the customer wants.

The ability to write a clear, concise response is very important. Many businesses have standard responses that can fulfill these principles for clarity.

Chatting, another form of online communication, allows customers to communicate with customer service representatives as if they were face-to-face.

When you are assisting customers online, it is important to reply in a helpful and courteous manner as if the customer were actually standing in front of you. Avoid jargon or slang. To avoid miscommunication, it is best to write in a courteous and formal manner, without emotion.

Slide 11

# Dealing with Difficult Customers

Every business receives customer complaints. When customer complaints are resolved, the business gains loyal customers. Follow these steps to resolve the complaint:

Listen carefully and ask questions to understand.

Repeat what you understand the complaint to be.

Find out what will satisfy the customer.

Compare what the customer wants with the actions you can take.

Tell the customer exactly what you plan to do to resolve the problem and be sure that you can follow through on everything you promise.

Take the action you promised after the customer agrees.

Contact the customer after the action is taken, and make sure they are now satisfied.

Slide 12

# Dealing with Difficult Customers (continued)

Customers sometimes become angry. Usually, the anger is in reaction to poor service or bad products.

Tell the customer that you want to help correct the situation. Then respond positively to the customer by explaining that anger makes it difficult to understand the problem. Ask the customer to explain the reason for their anger. Explain what you can do to resolve the problem, and ask the customer whether the solution is satisfactory. Often a solution will satisfy the customer. When a customer does not respond to your attempts to resolve the problem, tell the person you’ll get the manager to address the situation.

Slide 13

# Dealing with Difficult Customers (continued)

Rudeness can be as mild as a simple lack of courtesy or as extreme as sexual or racial harassment. You can deal professionally with a rude customer in a number of ways. Express to the customer that their rude behavior is making you uneasy. Tell the customer that you can give better service when you are treated with respect. Ask how you can help and provide the best service possible. Provide service without mentioning the rude behavior again, if it doesn’t continue. If the rude behavior continues, contact your supervisor and ask for assistance. Remember, giving good customer service doesn’t require you to tolerate rudeness.

Slide 14

# Basic Customer Needs

Every customer has specific needs. However, all customers come to an organization with some basic needs. Marketing and branding consultants Karen Leland and Keith Bailey identify six basic customer needs:

1. Friendliness

2. Understanding and empathy

3. Fairness

4. Control

5. Options and alternatives

6. Information

As you serve customers, keep these basic needs in mind and try to meet them. If you do, the customer usually will be satisfied, even when you can’t meet a specific need.

Slide 15

# A Useful Skill: Service Orientation

Business leaders are looking for workers who are service oriented. Service orientation is the skill of actively looking for ways to help people. Workers with this skill listen to customers to learn their wants and needs. Because workers often have more direct contact with customers, business owners use this customer knowledge to provide the materials or services customers need. When workers are service oriented, their customers develop a loyalty to that particular company. When a business can depend on returning customers, it becomes stabilized. Service orientation is a skill that you can use in any job that interacts with customers.

Slide 16

# Conclusion

Good **customer service** results in increased customer spending and referrals, so employees who provide good customer service are highly valued.

Knowing that the customer is the most important person in the organization and should receive good service is the key to business success. This is why employees must make customer service their number one job.

If you apply the ideas in this video and your workbook, you will find customer service success on the job. Keep in mind this fact: Customers don’t interrupt your work—they are your work.