

THURSDAY, June 16, 2022

12:00pm to 1:00pm EST

The Keys to Great Customer Service Consistency, Compassion and Communication

**PRESENTED BY
Joel Silverstone**



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GREATCANADIANTRAINING.CA

About Us

Since 2002, The Great Canadian Training & Consulting Company has provided custom training, coaching and consulting solutions. We are your guide to greater success.

Visit www.greatcanadiantraining.ca/free-resources to check out our:

- [FREE WEBINARS](#) on software and professional skills topics
- [The Great Canadian Leadership Podcast](#), designed for business leaders looking to grow their communication skills
- [Printable sheets](#) with handy tips to post right at your workspace

We have worked with companies and government departments such as:

- Sysco Canada
- Maple Leaf Food Inc.
- Kellogg's Canada
- McDonald's
- Home Depot
- Sobeys
- University of Manitoba
- TD Canada Trust
- Indigenous Services Canada
- Enbridge
- Fisheries & Oceans
- National Research Council of Canada
- City of Hamilton
- CN Tower
- Hydro One



Quote

*“Whatever you do, do it well.
Do it so well that when people see you do it, they
will want to come back and see you do it again,
and they will want to bring others and show them
how well you do what you do.”*

- Walt Disney

The Customer Service Myth

80%

of companies

Say they deliver
“superior” customer
service

8%

of people

Think these same
companies deliver
“superior” customer
service

Customer Survey Feedback Example



Enhanced customer service training

A strong customer service culture throughout.



Consistent experience across all channels

Offer customers the same level of service or experience, whether in person, online or by phone.



First contact resolution

Complete customer requests to avoid them contacting the company several times or being transferred to multiple, different departments.



Minimize customer effort

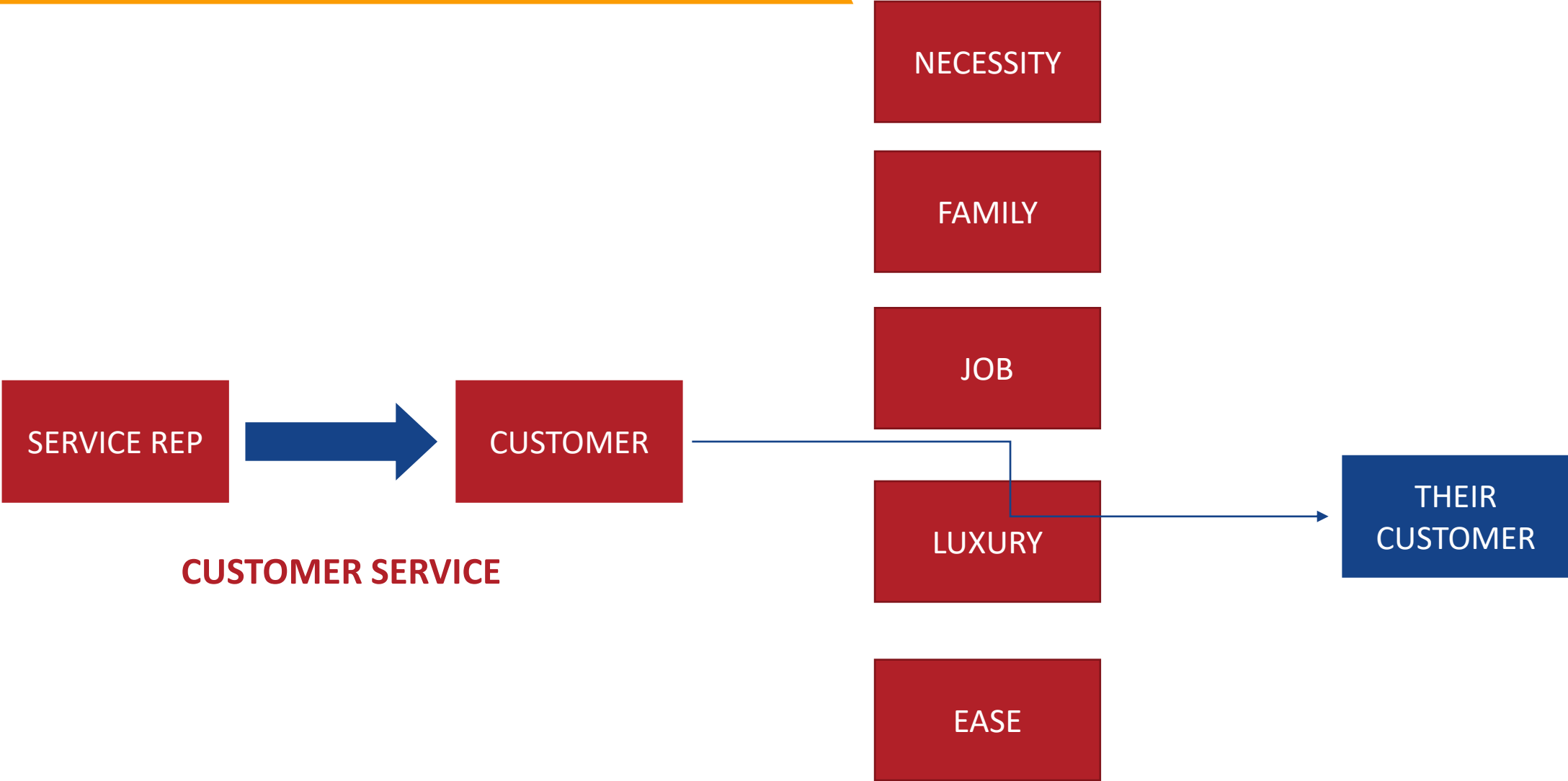
Make it simple for the customer to do business, *even if the process is complex behind the scenes.*



Follow-up and follow-through

Provide status updates on service requests so that customers can stay informed.

Customer Journey



Customer Wants

Customers' basic needs:

- They want to be **understood**.
- They want to feel **welcome**.
- They want to feel **important**.
- They want to feel **comfortable**.

Are there other things that **your customers** want?

Creating Consistency



Suggested Actions for Being Welcoming

Be in the right mindset

- Be ready
- Shake off what was going on prior to this interaction
- Breathe

Be inviting

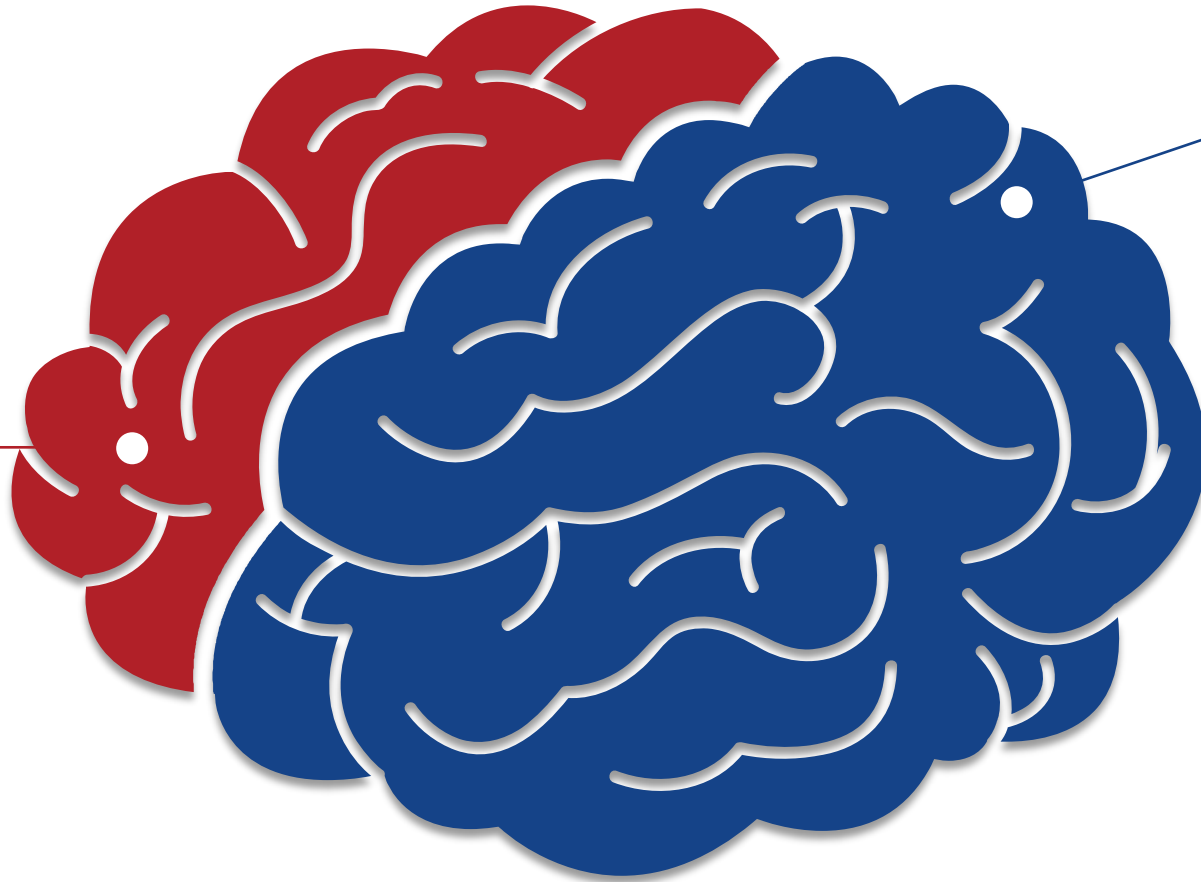
- Make eye contact
- Smile (even if you're on the phone)
- Offer to help — don't wait to be addressed

Check for body language — yours *and* theirs



The Neuroscience of Great Service

Oxytocin



Dopamine

Communicate Confidently

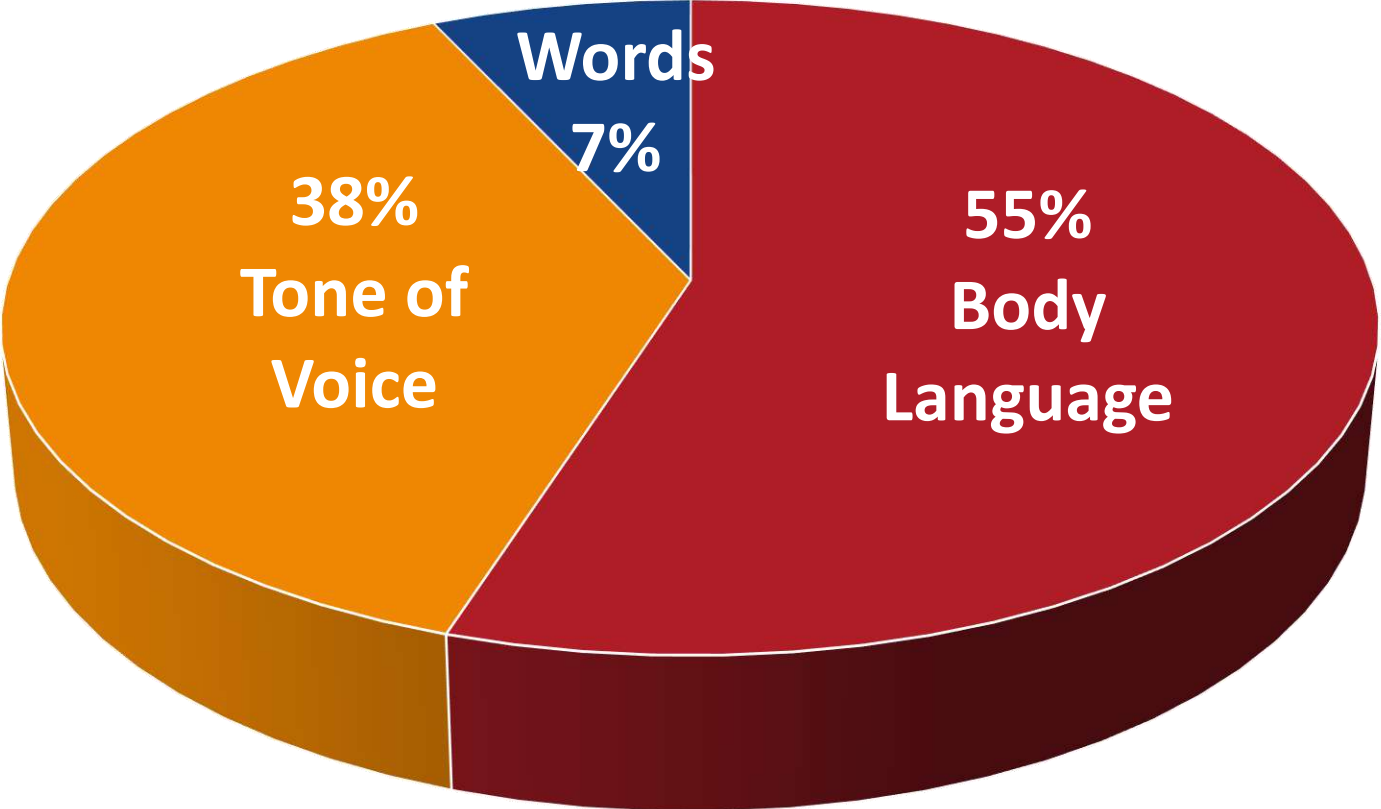


Communicate with Confidence

Respond professionally:

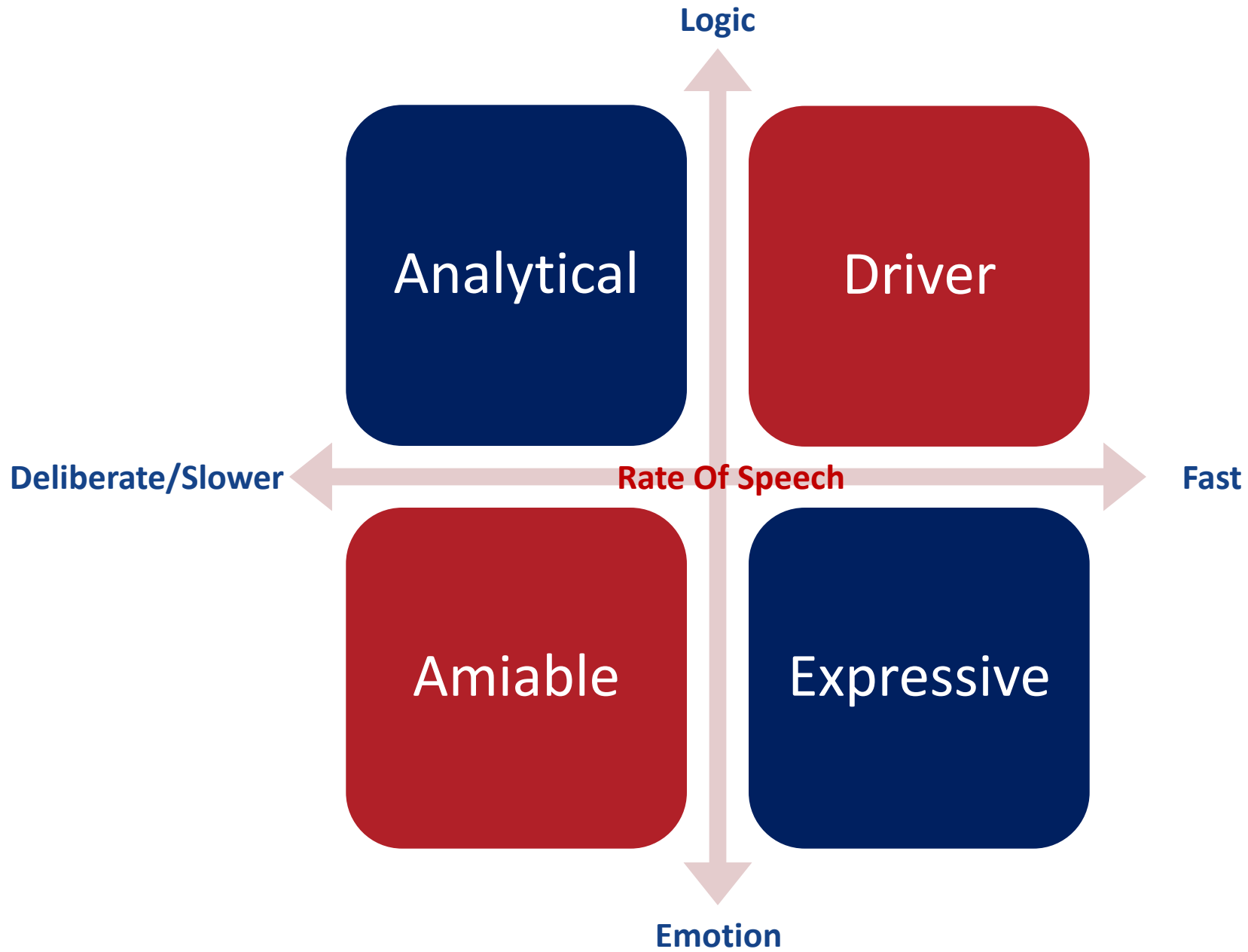
- Be **knowledgeable**
- **Demonstrate understanding**
- Have a **positive attitude**
- Be aware of your **tone** and **pace** as you speak

When Words Don't Match



How to Build Rapport

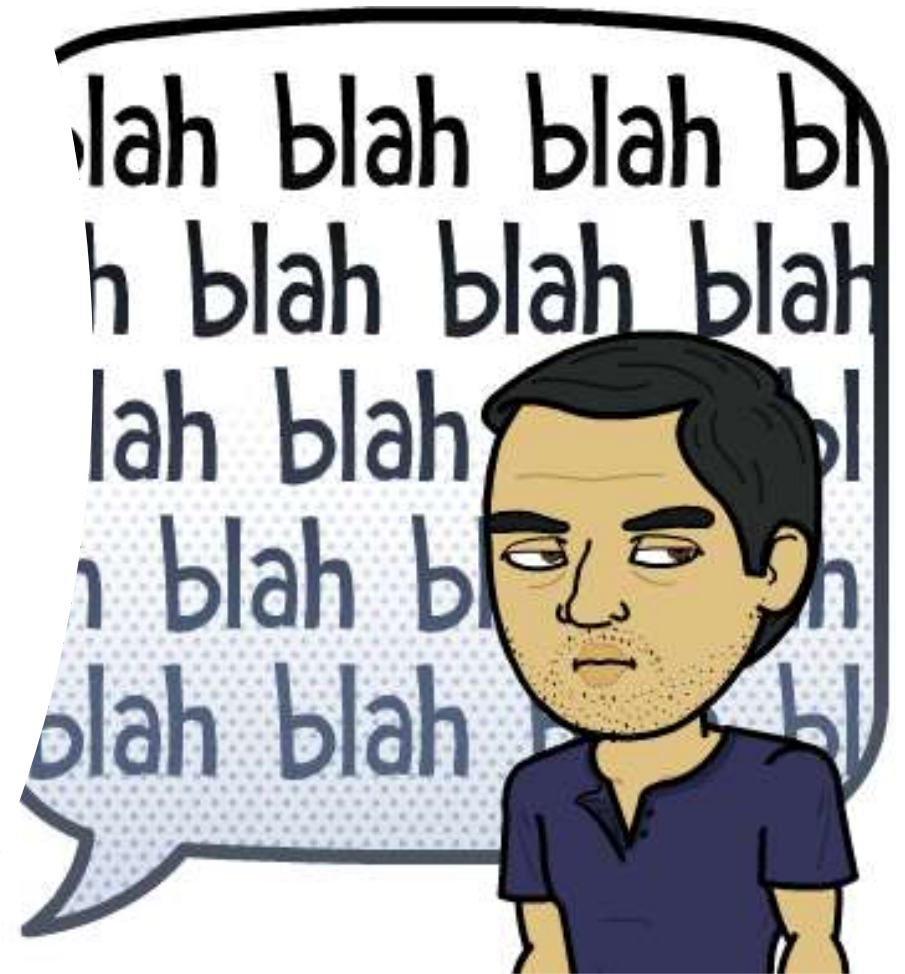




When We Listen

- **75%** of the time we are distracted, preoccupied.
- **50%** of the time we *immediately* recall what was said.
- **20%** of the time, we remember less 1 hour later.

LESS if we didn't like the subject or the person!



Mumbling, losing focus,
jargon, long explanations
and using unclear
language



Can be the source
of many dissatisfied
customer
experiences.

33% of clients say:
“Efficiently answering questions is the most important skill”

PITCH PACE PAUSE



Incongruent

Verbal:

- "I do not have a problem with you!"

Non-verbal:

- Person avoids eye contact, looks anxious, etc.



Open Questions



Encourage other people to talk



Get opinions and ideas from others



Help us determine if people have interpreted what we said correctly



Can help us arrive at consensus much more readily

Examples of Questions



Would it be helpful if I...?



Can we set a time to talk about the changes we're prepared to make?



Please tell me more about what you meant when you stated...

Closed Questions

- Can be answered by either **“yes”** or **“no”**
- Provide confirmation of a detail or data

When closed become leading questions:

- **“Don’t you think?”**
- **“Am I right?”**
- **“Wouldn’t you agree?”**



Communicate with Compassion



Familiar Situations?

12/20/2017

11/20/2017

11/20/2017



She's dissatisfied with a service.



He feels he's been wronged.



She was given misinformation by another rep.



He feels his expectations haven't been met.

Stop Stress in its Tracks

S **Stop** what you are doing

T **Take** a few deep breaths

O **Observe** your emotions. Research shows that naming your emotions can turn the volume down on the brain's fight or flight response

P **Proceed** as the stress response begins to calm - respond and proceed



Empathy

How important is empathy in service?

What is the percentage of a customer buying experience – based on how they felt they are being treated?

70%



EMPATHY
EMPATHY
EMPATHY



#1 Cognitive Empathy



#2 Emotional Empathy



#3 Compassionate Empathy

Follow Through

- Paraphrase **all** of what you understand and transition. – “This is what I hear is important to you...”
- (Ideally) Ask **before** telling. Get their ideas first - “Based on that, do you have anything in mind...?”
- Offer suggestions. - (Brainstorm a variety of options.) “Here is what I am thinking; what do you think?”
- Follow up - Tell customer what and when the next step will be
- Offer a website, email, your contact if helpful

Upcoming Webinars

July 20, 2022

Web Accessibility: Reach More with POUR

August 23, 2022

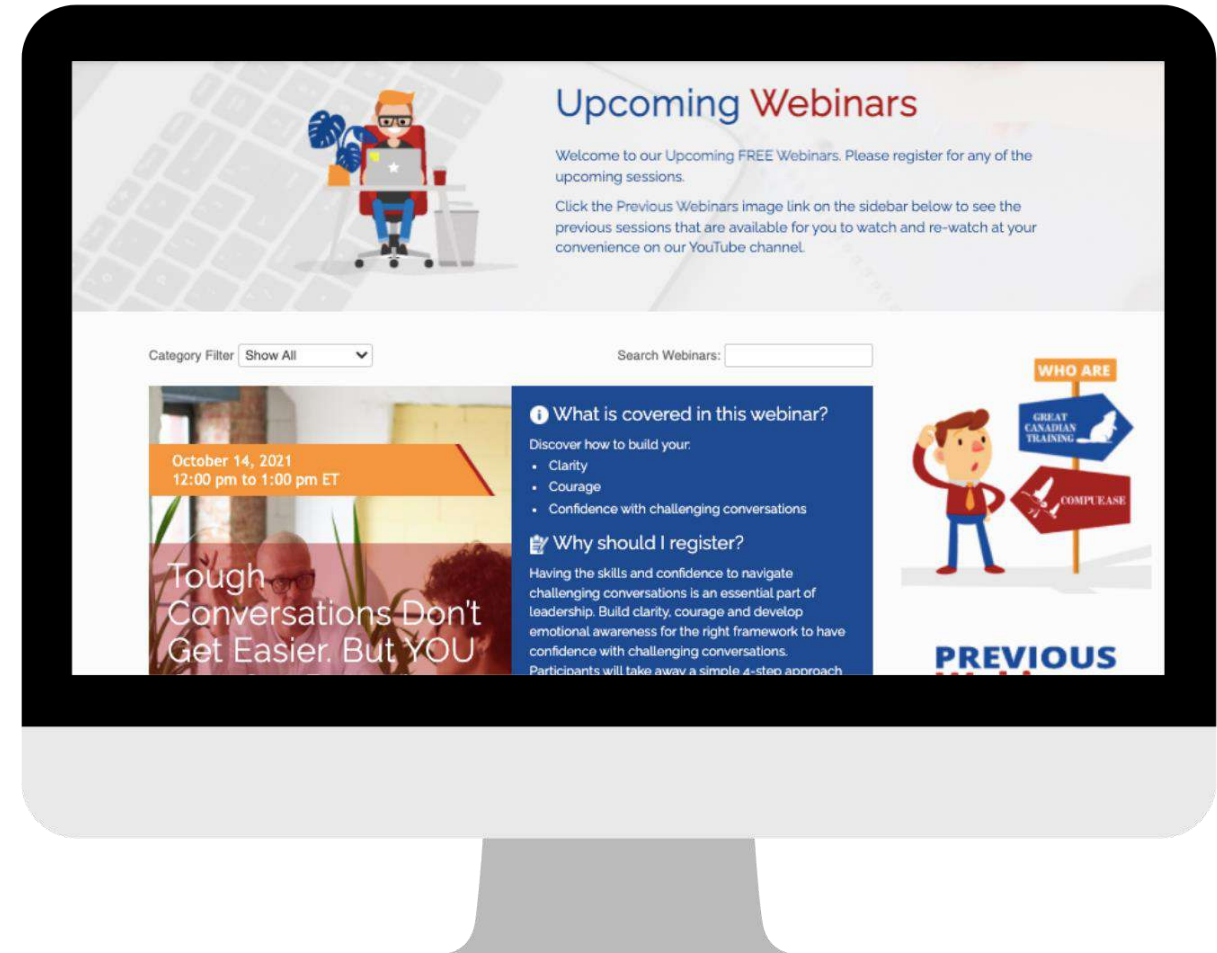
Emotional Intelligence – The Secret to Your Success

September 20, 2022

Making Your Charts a Work of Art

October 19, 2022

Give Feedback Like a Leader, Not a Critic!



Continue Your Path to Great Service

- Further your Customer Service skills this July 2022
- We recommend taking:

Bravo! Customer Service Done Well

Next Public class:

- **July 26, 2022, 9:00am-4:00pm ET**
- Ask us about our **customized or group training.**

Upcoming Classes

Software Training

June 27, 2022

Excel Power Query

July 11, 2022

Teams Essentials

September 14 & 15, 2022

Becoming a Pro with Power BI

November 16 & 17, 2022

Excel Power Pivot

Professional Skills Training

July 18, 2022

Conflict Be Gone! Navigating Difficult Conversations

August 16, 2022

Business Writing That Works

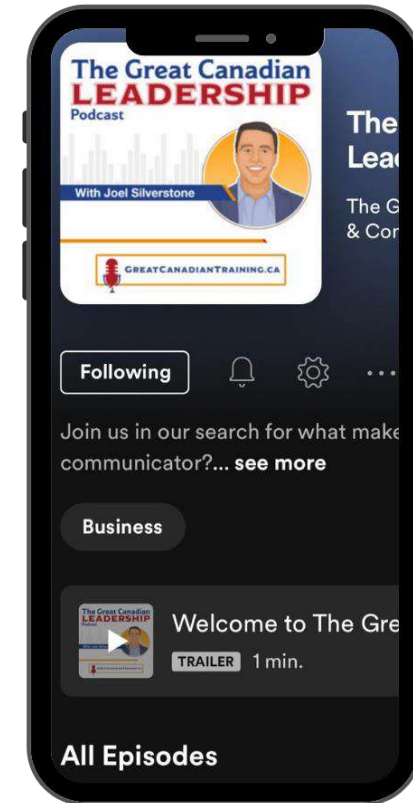
August 22, 2022

Lights, Camera, Action – Mastering the Art of Virtual Facilitation

August 25, 2022

Understanding and Developing Effective Communication Strategy Skills

“The Great Canadian Leadership Podcast” Leadership Lessons and Communication Techniques



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