

Student's Name: _____

Date: ____/____/____

Lesson One: Introduction to Customer Service

1. Customer service is a relatively complex puzzle. While engaging customers, we are attempting to offer services in a manner that moves our customers _____ in a positive way while holding customers a _____ for their efforts in building a career. Our customers are _____ to our success: each customer is a critical piece of the customer service _____. How you greet and engage each customer will be the difference between _____ and _____ customer service.



2. According to the dictionary, what is customer service? (select the best answer, slide 3)
 - a. The assistance a company provides to individuals who buy products or use the company's services
 - b. The manner in which a company gives the customers what they want
 - c. The ability of a customer to receive services using a public or private company
 - d. The ability of a customer to receive services using a subsidy
3. When providing quality customer service, the key to making the puzzle come together is "_____". (select the best answer, slide 3)
 - a. Me
 - b. You
 - c. Them
 - d. None of the above



Brain Break

1. What is customer service?
2. Is the definition of customer service positive or negative? Yes No
3. The key to helping a person have a positive or negative customer service experience is _____?

4. There are a variety of definitions for the terms “good customer service”. Not all definitions are the same because they focus on different measures as to what good customer service is. Slide 4 provides you three different ways that you can measure that a person has been provided a service in a positive manner. List those below

- a. Is good customer service measured by _____
_____?
- b. Is good customer service measured by _____
_____?
- c. Is good customer service measured by _____
_____?

5. Think for a moment that you are interviewing for a job as a Customer Service Representative. You are asked by the interviewer, “what is good customer service?” To answer the question, you think back on a business where you received great customer service. Name a company where you received excellent customer service and describe why this service was exceptional. (slide 5) _____

6. Would you return to this business? (slide 5) Yes No If yes, describe why: _____



7. Good customer service is described on slide 6 as “engaging each customer in a manner that...” (select all that apply)
 - a. meets the customer’s goals to get something really good
 - b. meets the customer’s needs to the best of the company’s abilities
 - c. is engaging and thoughtful
 - d. ensures the customer leaves happy
 - e. is useful and generous

8. Because the customer received “good” customer service, the customer will (*select all appropriate answers*, slide 6)
 - a. Want to go to another store
 - b. Want to return
 - c. Tell others about his or her positive experience
 - d. None of the above

9. The core of our business structure is to offer services to our customers. What is the **first principle** of positive customer service? (slide 7)
 - a. Make our customers happy
 - b. Customers should get what they want
 - c. Customers are the focus of our business
 - d. Customers are always right

10. Using slide 8, finish the statements below about key elements associated with the **first principle** of positive customer service, “our customers are...”
 - a. Very _____
 - b. Not _____
 - c. Not _____
 - d. Not _____

11. According to **principle** _____, we have to know **who** our customers are. (slide 9)

12. Our customers include **a variety of job seekers**. Some of our job seekers are looking for work for the first time, while others have jobs and now want to start a _____. (slide 10)

13. Some of our job seekers have careers but access services through the One-Stop Career Centers because they want or are required to _____ careers. Other job seekers are in careers and are trying to _____ to the next level. (slide 10)

14. Regardless of the type of job seeker, all types of job seekers will need help _____ an effective _____ .

a. Why would a first time job seeker need help conducting an effective job search? (slide 11) _____

b. Why would a career changer need help conducting an effective job search? (slide 11) _____

c. Why would a person who has been working and now needs to find another job need help conducting an effective job search? (slide 11) _____

15. In addition to conducting effective job searches, our job seekers will also need help learning how to complete applications, what to say (or not say) during an _____, and understanding Labor _____ Information. (slide 11)

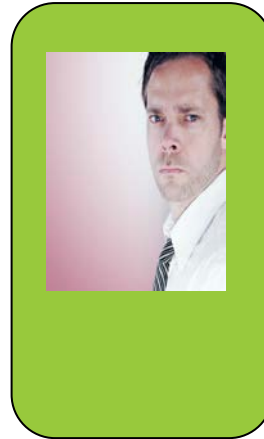
16. Are job seekers our only customers? Yes No (slides 12-13) If no, who else do we serve through the workforce system? _____

Brain Break

Principle two of positive customer service identifies four types of job seekers served within our One-Stop Career Centers. List those job seeker types below:

1. Job seekers who are _____
2. Job seekers who are _____
3. Job seekers who are _____
4. Job seekers who are _____

17. Let's move on to principle three. **Principle three** requires us to "appear _____".



While this concept may be simple, it goes a long way with customers. Look at the two pictures above; who would you rather work with? (slide 14)

The person on the left

The person on the right

Why? _____

- a. Part of **principle three of positive customer service** is to _____ and _____ to the customer.
- b. We must make sure that we are engaging the customer with a _____ attitude, even if we are having a bad day. (slide 14)



Remember, the principles of customer service are provided to help you successfully engage customers as they approach you and you help move them through the workforce system. The final exam includes knowing the principles and details about the principles.

- What is [principle one](#) of positive customer service? _____

- What is [principle two](#) of positive customer service? _____

- What is [principle three](#) of positive customer service? _____

- Do you remember the types of job seekers we serve? _____

- Do you know why it is important that we offer all types of job seekers information about how to look for work and brush up on job search skills? _____

- Fill in the blank: according to [principle three](#), we must ensure we are engaging the customer with a _____ even when we are having a bad day.

18. **Principle four** is controversial in nature: after all, why did the person come to our office if he does not want what we have to offer? Do not take it _____ . (slide 15)

19. When a customer does not want what you are offering, take a deep breath. Remember to engage _____ customer at a _____. (slide 15)

20. **Principle _____** is simple but important. It is not enough to appear friendly; you have to be _____.

21. List five ways that you can be _____ to customers. (slide 17)

a. Greet _____

b. Use the customer's _____

c. Do not answer the phone while _____

d. Do not eat or drink while _____

e. Listen and make sure _____

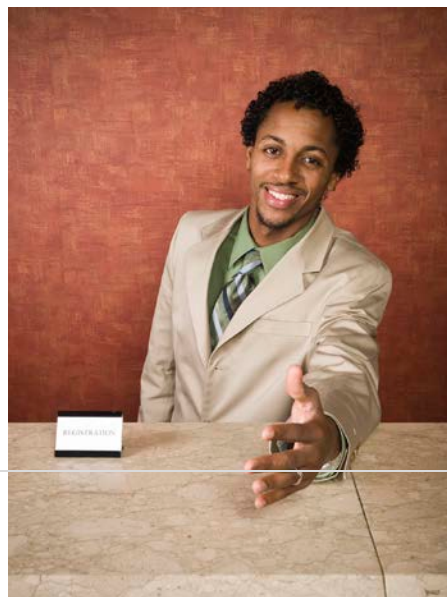


22. **Principle six of positive customer service** is to use positive communication skills both when you are on the phone and when you are meeting with the customer in person. Slide 19 provides methods for using positive communication skills. Make sure that you

a. Greet the customers with a _____.

b. Make sure that you speak _____ and face the customers when you speak with them.

c. Use every day, _____ - _____ language.



26. In today's business community, we communicate with our customers using a variety of media. We talk to our customers in person, by phone and through text messages. We also leave messages for our customers on their phones and through other media, such as Twitter. When using such media, we need to be very careful about our communication techniques. A good rule to work by is to think, " _____

_____ ". (slide 22)

27. Let's focus on leaving phone messages. You can leave an informative message without disclosing any confidential information by keeping your messages emotion-free, _____, concise, _____ and _____. (slide 23)

28. You can use the same techniques when _____ a customer. When _____, make sure that you do not disclose any personal information. If someone looks at the phone, the person should see nothing more than a _____ message. (slide 24)



29. Principle seven of positive customer service requires you to give notice to _____ customers that you will be right with them. Ever been to a business that says "welcome" when you walk in the door? Ever been to a business where they mean it? The reality is, you will work with a variety of customers, and traffic in the One-Stop Career Center will ebb and flow. When you are working with one person and another person approaches or needs assistance, simply let the _____ customer know you will be right with him or her. What is the purpose of doing this? (slide 27)

a. Purpose one: _____

b. Purpose two: _____

30. Professional telephone etiquette is just as important as professional etiquette shown to customers who come to the One-Stop Career Center in person. (slide 28)

a. If you need to leave the phone line, it is _____ to give the caller the option of waiting or being called back. You might ask, " _____
_____ "?

- b. If the caller chooses to hold, give a progress report every _____ seconds or so. This lets the caller know that he or she has not been disconnected or forgotten.
- c. When you return to the line, thank the caller for waiting. Whenever you are going to leave the caller to help someone else, _____ and place the customer on hold.

31. What steps do you need to take if you are transferring a call? (slide 29)

- a. Step 1: Tell the _____
- b. Step 2: Let the caller _____
- c. Step 3: Give the customer a direct _____

32. Principle eight requires us to pay attention to the customer's needs and be _____ to those needs. (slide 30)

33. **Principle eight of positive customer service** recommends that staff members go the extra mile. Give some examples of going the extra mile: (slide 30) _____

34. **Principle nine of positive customer service** states that we should not make promises unless we plan on keeping them. Reliability is critical to a positive relationship. (slide 32)

- a. It is important to be " _____ " to appointments and sessions.
- b. Being _____ shows that we are not reliable.

35. **Principle ten of positive customer service** states that we need to look for ways that we can _____. (slide 33) This requires us to measure our success and find better ways to deliver services to our customers. There are a lot of ways to measure our _____. We can simply ask customers. Some customers will not be comfortable with telling us exactly how they feel about the service they received.

Additionally, staff members simply do not have the time to ask **all** of the customers coming into the One-Stop Career Center about the service they received. Therefore, regional workforce boards conduct more formal _____ to gain information about service delivery and customer_____.



Remember, principles four through ten.

- **What is principle four of positive customer service?** _____

- **What is principle five of positive customer service?** _____

- **What is principle six of positive customer service?** _____

- **What is principle seven of positive customer service?** _____

- **What is principle eight of positive customer service?** _____

- **What is principle nine of positive customer service?** _____

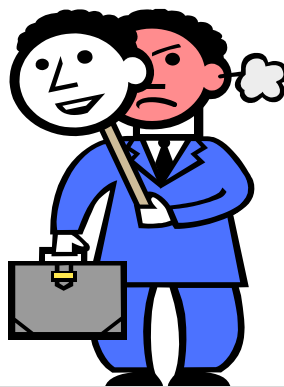
- **What is principle ten of positive customer service?** _____

Lesson Two: Dealing with Difficult Customers

1. We have all had to work with difficult customers. So, what are the key principles for engaging customers who are challenging while working in the workforce system?



2. There are a lot of _____ that can be used when dealing with difficult customers. Select the statements below that are **true based on data found in slide 3**. (select all that apply)
 - a. Difficult customers are often expressing emotions, such as anger or frustration.
 - b. The expression of these emotions creates situations that are difficult in nature.
 - c. These situations need to be defused or managed.
 - d. We do not need to show empathy or empower the customer to manage his or her decisions.



3. The _____ of the word “difficult” is best described by one or more of the statements below: circle each statement that defines this term. (select **all** that apply, slide 4)

- a. Hard to understand or solve
- b. Hard to deal with
- c. Manageable but not easy
- d. Hard to please or satisfy
- e. Hard to persuade

Just because a person is “difficult” or hard to deal with does not mean that we just give up does it? No, we take it one step at a time.

4. **Step 1 in the process of dealing with difficult customers** is to _____. (slide 5)

- a. Why is it important to identify the customer as “difficult” or expressing emotions that make the customer hard to deal with? (slides 5 and 6) _____

5. If we jump right into the conversation or situation with an angry person, we may take the “**emotional bait**”. It is important for us to recognize the angry, sad or frustrated customer and to recognize that anger, sadness and frustration are simply _____ (select the best answer from below, slide 6).

- a. Unacceptable
- b. Reality
- c. Acceptable
- d. Emotions

6. There are **two types** of “difficult” people. There are _____ people, and there are _____ people. (slide 7)

- a. **Aggressive customers** express their emotions _____. These emotions are often demonstrated in a _____ manner. You know that these individuals are angry because you can hear verbal expressions, such as yelling. Sometimes, you can tell that they are angry, sad or _____ through their _____ behaviors. Often times, aggressive individuals use _____ to express their emotions. These individuals can be

the scariest to deal with because we are not sure where they will put all of their energy. (slide 7)

- b. While passive customers do not often express their emotions out loud, instead, you can tell by their _____ that they are “difficult”. Passive individuals do not express their emotions out _____. However, their body language and facial _____ give them away. When passive customers are angry or frustrated, they are closed off and _____. While such individuals may not be loud, their expression of emotions will impact how we engage them. Passively expressive customers can be just as difficult. (slide 8)
7. Once you identify customers as angry or frustrated, you have to begin to understand the reason that they are expressing their emotions or being “difficult”. Sometimes the issue is related to what happened in the One-Stop Career Center, and sometimes it is not. What are some reasons that your customers may get angry and take it out on you? (select **all** that apply, slides 9-11)
 - a. The customer is applying for benefits, and it is a long process.
 - b. The customer has not been able to find a job.
 - c. The customer waited thirty minutes to use a computer to apply for a job.
 - d. The customer’s bus was late, and it took over an hour to get to the One-Stop Career Center.
 8. There are many common reasons why a customer may become difficult. For example, the customer is tired, the customer is overwhelmed or the customer is defending his self-esteem. When issues arise, a customer who would otherwise be pleasant begins to react in a negative manner. You or your co-workers may be trying to help the customer, but the situation itself is bringing out emotions of hurt or anger. We have all taken our frustration out on someone else. This is a _____ response to a _____ situation. (slide 12)
 - a. Primal, negative
 - b. Sympathetic, normal
 - c. Mental, bad
 - d. None of the above

Robert Bacal states that hostile behavior is learned early on by all individuals. In fact, hostile behavior is how we learn to get what we want. Think about it. When we were hungry, we screamed: and, we got fed. When someone stole your toy, you yelled, threw things or hit them. This was a natural process of growing up. Until you learned to interact, primal instincts taught you “the squeaky wheel gets the grease”.

9. Taking out our emotions or expressing our anger to others in an attempt to get what we want is a _____ response to a negative situation. (select one, slide 12)
- a. Natural
 - b. Closed
 - c. Open
 - d. Primal

10. Anger is expressed by people in the same way. In fact, if you work in customer service long enough, you begin to see patterns of behavior for all people. You learn that when people become difficult, it is all a part of them trying to get something that they want. As Mr. Robert Bacal states in his book, titled Defusing Hostile Customers Workbook, the major purpose of the difficult or angry customer is to _____ (slide 13).

11. The angry customer wants to get something, and the customer is not sure at that point how to get what they want. The customer is also dealing with adrenaline and other behavior-impacting issues that prevent him or her from interacting in a controlled manner. As long as the difficult customer can get you to _____ to the situation, the negative interaction will continue to occur. (select one, slide 13)
- a. Interact
 - b. React
 - c. Think
 - d. Yell

12. You need to understand that the difficult customer will try to _____ you to react, using hostile or verbal attacks. (select one, slide 13)
- a. Tempt
 - b. Bait
 - c. Try
 - d. Demand



13. Step 2 requires you to _____ (slide 14).

14. You are a human being who will want to react defensively. This is a natural response - to defend yourself. There is nothing wrong with this. However, if you _____ instead of _____, the negative exchange will continue. (slide 14)

15. **Step 3** requires that you _____. (slide 15)

16. You are the voice of reason. A technique that you can use is to remember that the customer is not angry with you, the customer is angry at the situation. Dianne Berenbaum of *Communico Limited* actually says to “_____”. Do not take their anger personally by taking a deep breath and applying **step 3**. (slide 15)

17. **Step 4** requires that you “seek clarification”. First, we should allow the customer to talk. Many customers will not be able to tell you what is bothering them without _____, which may require that you allow the customers to _____ their frustration. (select one, slide 16)

- a. Emotions, yell
- b. Anger, cry
- c. Emotions, vent
- d. Sadness, vent

18. What is **active listening**? (slide 17) _____



19. **Active listening** is “hearing to _____”. (slide 17)

20. **Active listening** takes (slide 17)

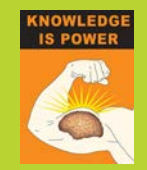
- e. F _____
- f. Eye _____
- g. C _____
- h. Effective _____

21. **Active listening** is not a _____ experience. (slide 17)

22. During **active listening** (slide 18)

- a. Ask _____
- b. Show _____
- c. Summarize _____

23. A technique that you should apply when talking to the customer is to avoid using certain "_____". (slide 20) Write down examples of these types of words or phrases: _____



Brain Break

You are returning a sweater your relative bought for you. You do not like it. It is not a very handsome or pretty sweater and it itches horribly. You take it to the store. The person at the counter is polite but states, "I'm sorry, but we can't take it back without the receipt". It is an \$80 sweater. And, you know that this relative worked hard to give you this gift. You do not want that money to go to waste. If anything, you would put it back on their card if you could not get store credit, but they won't give you anything. After getting a host of excuses, the store associate states, "look, I can't don anything. That is just store policy." How does that make you feel? Does that solve the problem? Does that make it any better? Do you feel dismissed? Hot Words are called "Hot Words" because they make people angry...or

HOT!

24. Once you have gained the customer's confidence, you are in a better position for **step 5** of the process. **Step 5** is to _____ (slide 21).

25. If a solution cannot be reached with the customer, make sure to provide the customer with his or her _____. (slide 21)

26. What can you do if the angry customer will not stop talking? (slide 21) _____

27. What do you do if customers appear angry when you approach them? (slide 23) _____

28. What if the customer keeps getting louder, what strategy can you employ to help calm the customer down? (slide 23) _____

29. What if I feel myself getting angry, what can I do? (slide 25) _____





Remember the five steps of dealing with difficult customers. We created the five steps to break down this information in five easy steps to assist you with the exam. But the exam is only one part of the job. Helping customers is more important than the Tier One exam. Remembering to identify an angry customer, recognize your own feelings, remain calm, seek clarification, and resolve the issue is a great way to help customers move forward in a positive way! There are a lot of great techniques associated with each step. Download the additional study questions at the end of this module to help you study and learn this information more effectively.