Customer Service Skills
Developing a Service Culture in Higher Education

What Higher Ed Customer Want
✓ What do the customer in Higher Education want?
✓ What can a successful customer service experience lead to?

Telephone Techniques
✓ Answering a call professionally
✓ Putting a caller on hold
✓ Monogramming the call
✓ Avoid excuses to the caller
✓ Take accurate telephone messages
✓ Control the telephone conversation
✓ Avoid making unnecessary noises
✓ Leave a good lasting impression

The Ten Rules of Customer Service
✓ People come before paperwork
✓ Don’t rush your customers
✓ Be friendly before you know who it is
✓ Don’t be too busy to be nice
✓ A hostile voice will bring a hostile response
✓ It is ok to apologize and admit you were wrong
✓ Respect is earned by the quality of your work, not by your title
✓ If you tell a customer you will call (or email) them back today, call them back today
✓ Don’t use technical terms on customers
✓ Don’t use slang language on customers

Apple’s 5 Steps of Service
✓ Approach customers with a personalized, warm welcome
✓ Probe politely to understand the customer’s needs
✓ Present a solution for the customer to take home today
✓ Listen for and resolve any issues or concerns
✓ End with a fond farewell and an invitation to return.
How to Handle the Irate Customer

✓ The ASAP Technique
✓ How to stop a swearing or abusive customer

Determining Customer Needs

✓ 6 Listening Skills
  o Decide to listen
  o Welcome the customer
  o Concentrate
  o Keep an open mind
  o Give spoken feedback
  o Take notes

✓ 6 Questioning Techniques
  o Open-Ended and Close-Ended questions
  o Probing questions
  o Echo questions
  o Leading questions
  o “And” Technique
  o Interpreting Disguised Responses

Dealing with Difficult People

✓ Prioritize
✓ Clear up misunderstanding
✓ Resolve hanging issues
✓ Present new information
✓ Be aware of impressions
✓ Clarify what is said
✓ Show interest
✓ Think

Common Courtesy

✓ Never barge into someone’s office
✓ Never interrupt someone who is on the phone
✓ Do not interrupt others when they are speaking
✓ Do not ignore an email for more than 48 hours
✓ Do not hit reply to all in an email, unless your response applies to everyone
✓ Never write an email in all caps or in all lower case
✓ Do not take items that are not yours
✓ Do not use more office supplies than required