

It's Your Call

*Remarkable Customer
C.A.R.E. On the Phone*

PREVIEW

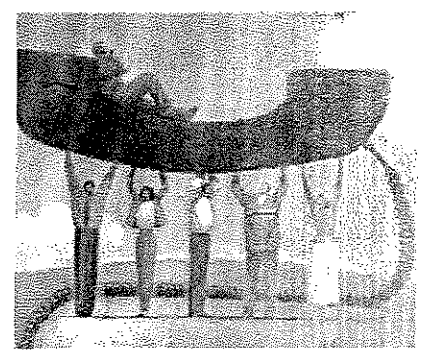
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How to Use This Book

WHO SHOULD USE THIS BOOK?

"It's Your Call" is designed to help people who deliver customer service on the phone. Some of the people who will benefit from this book are people who work in call centers, on technical support help desks, in the health care industry, and those who take orders or solve problems for customers on the phone.

People whose job it is to take calls and transfer them, take messages, and make calls to others may find key skills for their jobs missing from this training program. If you are looking for a training program on overall telephone skills, please contract your distributor or the publisher for information about the video and workbook titled, "Are you with me?: Common Courtesies On the Phone."

WAYS TO USE THIS BOOK

This workbook is part of a flexible learning program that is designed to help you become a pro at your telephone customer service job.

On Your Own: This workbook gives you a course on telephone customer service which you can complete on your own. You'll get the most out of your study if you discuss your work with another person such as your supervisor or a co-worker who is experienced at doing your job.

With the Video: Use the workbook with the "It's Your Call" video. Watch the video before you use the workbook, section-by-section while you use the workbook, and then again after you've finished the workbook. Tips for using the video for group training can be found on page 74.

In a Group: You'll get the extra benefit of others' ideas when you use the workbook for study in a group—with or without the video.

A Note to Trainers: A detailed Facilitator's Guide is provided, beginning on page 70. This thorough plan includes written session agendas, detailed lesson plans and tips for running group training sessions.

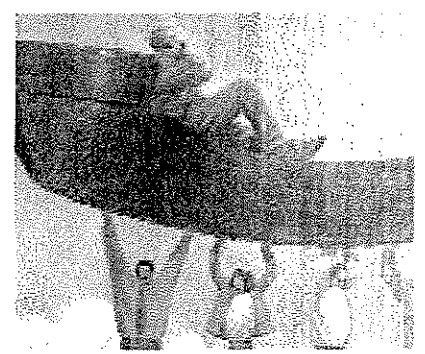
Enjoy your learning and good luck providing remarkable service to your customers.

LEARNING OBJECTIVES

In this book you'll learn to:

- Identify your own reasons for giving customers remarkable service.
- Make a personal connection with each caller.
- Make a caller's needs more important than anything else, for the moment.
- Ask callers questions that will give you valid information about their needs.
- Keep calls on track.
- Communicate clearly with customers about what you are doing for them.
- "Own" the call.
- Avoid taking tough calls personally.
- Identify options for helping customers.
- Identify ways to maintain your enthusiasm while working with customers.
- Use techniques for managing the stress of your customer service job.

PREVIEW



Chapter 1: Why should you care?

While you may not discuss this question with your boss, it's reasonable to ask why you should put out the extra effort to make sure that every caller you talk to has a positive experience. After all, your job can be challenging. You have tough customers to deal with, and let's face it, we all have issues with our work from time to time that make our jobs less than perfect. Finally, your job may have repetitive elements that, at times, cause it to be less interesting than you would like. In the middle of dealing with all of this, why should you care? The simple answer is that it's better for you when you care.

IT'S BETTER FOR YOU WHEN YOU CARE

You're the winner when you care about the service your customers get. When you care, you get better responses from your customers, supervisors and co-workers. In the end, you get the most benefit. Here are reasons that experienced customer service reps tell us they care about the service they give:

- It feels good to help other people.
- It's the best route to salary increases and job advancement.
- My job is more fun when I care about the service I give.

What are your personal reasons for giving remarkable service?

SOME DAYS ARE HARDER THAN OTHERS

On some days, it may be tougher than others to care about the service you give. That's why it's helpful to have a list of "mental messages" to help you maintain your ability to care about each customer interaction, even if things aren't going as smoothly as you'd like.

HARD DAY SITUATION	MENTAL MESSAGE TO YOURSELF
You get a call from a customer who criticizes the solutions you offer and accuses you of not trying to help.	"I'm not going to let this person influence my mood. I'm not going to take on their anger or stress or anxiety. I want to enjoy the rest of my day."
You have to help a tough customer who is unhappy because of an on-going problem that you think your organization should try harder to fix.	"The problem is outside of my control. I'll focus on what I do have control over, which is helping the customer."
A mistake was made in another department that is causing a lot of dissatisfied customers to call. Your department didn't have anything to do with the problem, but now you have to talk to all of the unhappy customers.	"There's nothing I can do to change things now. If I spend my time being mad at the other department, I'm the one who will be most unhappy."