



EVOLVE EXPANDE EXCEL
Emerge to Greater Heights

2022 DoD VIRTUAL BENEFITS & WORK-LIFE SYMPOSIUM



Customer Care

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Objectives

- **Define customer service**
- **Identify positive & negative customer service traits**
- **Review active listening skills**
- **Complete customer care exercises**
- **Customer service role play**

What is Customer Service?

Customer service is the assistance and advice an employee provides to the customer. The employee attends to the needs of the customer by answering questions while displaying professionalism and applying the appropriate customer service traits. STATE is an acronym used to define positive customer service skills.

Customer Service (Positive)

- Soft Skills
- Tone
- Active Listening
- Transitional Phrases
- Empathy

Positive Customer Service Reflection (Exercise #1)

Think of a time where you were a customer and had a **POSITIVE** experience:

- What went right about your experience?
- How did this positive experience make you *feel*?
- Identify at least **one** of the customer service skills used by the person rendering the customer service:

Customer Service (Negative)

- **Slow response times**
- **Multiple transfers**
- **Hanging up on angry employees**
- **Putting employees on hold without asking**
- **Forgetting common courtesies**

Negative Customer Service Reflection (Exercise #2)

Think of a time where you were a customer and had a **NEGATIVE** experience:

- What went wrong with your experience?
- How did this negative experience make you *feel*?
- Identify at least **one** negative customer service trait that was not a factor:

Active Listening

Effective communication is active listening. Developing this soft skill will help build and maintain relationships, solve problems, improve processes and retain information such as instructions, procedures and customer expectations.

Listening Skills Test

How well do you listen?

1. You find listening to others uninteresting
2. You listen more for facts and details, often missing the main points that give facts meaning
3. You are easily distracted by other people talking, chewing gum, rattling paper etc...
4. You fake paying attention, listening to the customer but thinking of other things
5. You listen only to what is easy to understand

Listening Skills Test *cont...*

How well do you listen?

6. As you hear a few sentences of the customer's problem, you immediately start thinking about all the advice you can give
7. Your attention span is very short, so it is hard for you to listen for more than a few minutes
8. You are quick to find things to disagree with, so you stop listening as you prepare to respond
9. You second guess the customer, trying to figure out what they really mean
10. You constantly direct the conversation back to self

Listening Skills Rating Scale

How well do you listen?

Excellent: 15 – 24

Good: 25 – 34

Fair: 35 – 44

Weak: 45 – 54

**55+
(Practice makes progress)**

Things To Remember

- **Transitional Phrases** are short phrases that will help you when you're feeling stuck...a transitional phrase is always better than a long stretch of dead air
- **Empathy** shows customers that you understand their frustration and are there for them to resolve the problem
- **Tone of Voice** is important because it reflects your willingness to assist each employee and remember: *the way you conduct yourself has a direct impact on the [Agency], the employees, you, and your coworkers*
- **Actively Listen** to everything the employee is saying and how/what they are saying



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Questions & Customer Service Role Play



Customer Service Role Play



Customer



HR Specialist



Customer

HR Specialist

