Customer Service at WSU

Service is our philosophy!

March 2016

Objective:

Enhance the WSU Student/Parent experience!
Who are our primary clients?

What do they want?

How are we doing?
Client Expectations

Sources:

- Advertising
- Previous Experiences
- Reputation
- Competition

Simple Truths:
Form a partnership with the person next to you and examine the four statements below. Place a check in the box next to the single statement your team agrees to be the most true. You have sixty seconds to make your choice.

A) Clients desire the feeling of importance and of being appreciated.
B) Clients judge employees and WSU based on first impressions.
C) Clients want to deal with a university they feel can be trusted.
D) Clients are interested in themselves and want to be noticed.

A Simple Fact:

Meeting expectations equals the lowest level of service . . .

. . . and the client assigns the grade.
Client Service Skills

1) **Express Genuine Interest**
   - Offer personalized greetings
   - Use names
   - Practice assertive hospitality
   - Ask questions
   - Indulge and pamper
   - Anticipate needs Remember preferences
   - Pay attention to detail
   - Display a sense of urgency
   - Solicit feedback
   - Offer personal farewells
   - Follow up on service

2) **Offer Sincere and Specific Compliments**
   - A compliment makes people feel good
   - Positive attitudes tend to make clients more receptive to you and your service efforts
   - Compliments create a subconscious desire to somehow reciprocate or pay you back

3) **Convey Authentic Enthusiasm**
   - Be compelling
   - Be likeable
   - Leave a lasting positive impression

4) **Share Unique Knowledge**
   - About the building
   - About the community
   - About the staff
   - About the product
   - About proper names
5) **Use Appropriate Humor**
   - “Laughter is the shortest distance between two people.”
     - Victor Borge
   - Appropriate humor combined with job knowledge enhances your professional expertise
   - Remember the canaries

6) **Provide Pleasant Surprises**
   - Surprises in the moment
   - Surprises that are planned
   - Surprises as follow-up

7) **Deliver Service Heroics**
   - No-fault service heroics
   - At-fault service heroics

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**Handling Difficult Service Situations**

1) Stay calm yourself!
2) Listen!
3) Agree!
4) Repeat the objection for verification
5) Explain what you can do
6) Ask if there are other objections

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**Remember:**
- Show you care
- Don’t blame others
- Find a solution
- It’s not you!
Telephone Tips

• **Tone of voice**
  A lack of inflection makes you sound monotonous and dull. However, using too much inflection in your voice can make what you say sound forced and insincere.
  - **Monotone** projects boredom and disinterest
  - **Low and slow** may suggest depression
  - **High and emphatic** indicates you are enthused
  - **Fast and loud** is aggressive and suggests inflexibility to additional questions
  - **High and slow** gives the impression you are doubtful or hesitant

• **Show you’re listening**
  - Restate and summarize
  - Encourage the client to tell you more
  - Demonstrate empathy

• **Client-focused**
  - Use language that tells clients how your service will benefit them
  - Examples:
    - “How may I assist you?”
    - “Would you send me a copy of the form so I can review your selections?”
    - “May I see your identification so I may assist you?”

• **Help resolve problems**
  - Avoid negative words and statements
  - Explain what you *can* do, not what you *can’t*

• **Mirror your client’s language**
  - Pick up specific terms and using them in your explanations to prevent misunderstandings
  - Match their style of communications
  - Examples:
    - Match direct communication with quick, organized responses
    - Match frustration with calming and reassuring words
    - Match anger with urgency
• Manage out-of-office messages:
  – Update frequently
    o Daily? Weekly?
  – Manage your callers expectations
    o When can they expect to hear back?
  – Provide options
    o Is there someone else they can call if you are not available?

Email Tips

Be Precise
• Get to the point
• Use easy-to-understand language
• Address one topic at a time
• State the solution; then explain how

Make your message easy to read
• Physically separate your ideas
• Use bullet points
• Use the subject line
• Include the client’s email with your reply

Start and end with a personal touch
• “Start” examples:
  o Use names!
  o “Thank you for contacting me!”
  o “I am glad you reached out to me.”
• “End” examples:
  o Use names!
  o “Thank you again!”
  o “I hope this helps. Be sure to contact me if you have further questions.”