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.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>A)</td>
<td>Clients desire the feeling of importance and of being appreciated.</td>
</tr>
<tr>
<td>B)</td>
<td>Clients judge employees and WSU based on first impressions.</td>
</tr>
<tr>
<td>C)</td>
<td>Clients want to deal with a university they feel can be trusted.</td>
</tr>
<tr>
<td>D)</td>
<td>Clients are interested in themselves and want to be noticed.</td>
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</tbody>
</table>

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.”