

MILESTONE

*Providing Stepping Stones
Along the Path to Success*



A WOMAN-OWNED
SMALL BUSINESS

EXCEPTIONAL CUSTOMER
SERVICE HABITS

When you think of “customers”, who pops into your head? Most likely, it’s the people for whom you provide a product or service. It’s the people buying what you’re selling. Those are your customers, however, it’s only half of them. The other half are probably sitting right next to you, or down the hall, or on the other side of the computer screen when working remotely. We often forget about our **internal** customers - every employee in the company.

We often have meetings about providing excellent customer service. . .to external customers. But how many of those meetings include tips on how to provide excellent customer service to internal customers? Take a moment and think about who you would consider to be your internal customers.

One way to make sure external customers are well taken care of is to provide exceptional service to customers within the company. Happy employees result in happy customers. Every job in the company is part of a chain that provides customers with service. Sometimes you may be the customer, i.e., you request help on a project from a coworker. Sometimes you may be the provider, i.e., a coworker requests a printout of a report which you provide.

So, what can be done to improve our internal customer service? We can start by developing good customer service habits.

Treat Your Co-Workers as Customers

The quality of service you provide your customers is only as good as the quality of relationships that you have with the co-workers around you. Respect is key. Treat people how you want to be treated.

Be on Time

This is a fundamental statement of respect. Being on time shows that you value the other person’s time and don’t want to waste it. If you’re running late, call as soon as possible.

Follow-Up on Your Promises

Even if you do not have the information promised, let the other person know that you will continue to follow-up. Keep the other person informed of your progress and desire to complete the promised work.

Under Promise and Over Deliver

Do not promise something that is difficult to deliver. You are creating an expectation in their mind. Only promise what you can be sure of – not what you hope will happen.

Go the Extra Mile

Make going out of your way for another person a habit. By doing small, extra things for them, your service is remembered.

Express Empathy

Understand your customer’s point of view regardless of whether you agree. “I understand why you feel that way. I hear what you are saying.” Let them know their opinion matters.

Anne Swartzland said in her book [Serving External and Internal Customers](#), “Exceptional customer service cannot be delivered to external customers unless all employees provide support to each other.” Having a strong partnership with those you work with internally will enhance your ability to serve your external customers.

UPCOMING FREE WEBINAR

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FRIDAY, AUGUST 11

10:00 - 11:00 AM CST

1 PDU

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SATISFIED CLIENT
OF THIS COURSE

FAA

DELIVERING CUSTOMERSHIP - 2 DAY

HOW TO DELIVER AND EXCEED CUSTOMER SERVICE EXPECTATIONS

PDU's - 13

PMI's Talent Triangle Breakdown

Technical - 3.25

Leadership - 5.50

Strategic - 4.25



face-to-face



virtual
instructor-led

Course Description: This two-day course will examine the customer service process. It will teach each participant ways to impact the customer with higher quality service. This course will focus on shifting the customer from complainer to word-of-mouth advertiser. Participants will learn how to handle agitated customers in a quality manner and how to reduce potential problems. They will learn techniques that communicate a caring attitude, as well as change customers' perceptions of the service they are receiving. This course will present best practices in customer service companies.

Course Objectives:

Objective 1: Define customer service

- Evaluate current hindrances facing organizations
- Discuss creating a culture which reinforces customer service
- Examine why every company should be concerned about customer service
- Compare customer expectations to customer deliverables
- Collect customer expectations
- Analyze the benefits of customership
- Discuss customer buying habits

Objective 2: Develop solutions to stop customer complaints

- Compare techniques for getting customers to agree with you
- Define ways to build credibility with customers
- Discuss differences between claims, benefits and features

Objective 3: Evaluate how to communicate with customers

- Identify how to bond with customers
- Analyze steps to help customers give more information
- Predict distinct connections every customer must receive
- Choose human factors which mislead communication
- Judge unspoken signals which distort communication
- List way of putting active listening to work
- Compare ways for handling problem customers
- Design methods for calming down irate customers

Objective 4: Formulate checkpoints to verify integration of customer service

- Identify feedback systems that work
- Design culture for superior customer value
- Compose criteria for customer value points
- Create customer value points
- Define qualities of a customer service superstar
- Label warning signals that customer service is dying
- Develop five ways of turning your customer service into the leader of the pack
- Compare items for adding value to the customer
- Identify price influencers for the customer

Objective 5: Discuss future of partnering and how to move customers into this relationship

- Create action plan for establishing partner relationships



A WOMAN-OWNED SMALL BUSINESS (WOSB)



Providing quality, customized training and consulting services that inspire, educate, and equip organizations to be better tomorrow than they are today.

DR. KEITH MATHIS, PMP, PMI-ACP, CSP-SM, CSP-PO
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CUSTOMER SERVICE

COMPANY MANDATE

The Mathis Group provides training and consulting that will impact the organization and individual while maintaining an outstanding reputation for success and integrity.

VALUES STATEMENT

Every person has worth and should be treated with respect.

AREAS OF EXPERTISE

- Curriculum Design
- Project Management
- Organizational Behavior and Development
- Management
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- Strategic Planning
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