

Customer Service Training

Customer service

Excellent



Poor



Sample Slides

The Importance of a Customer

A customer is the most important person in any business

A customer is the ultimate boss who can fire anyone by not coming to us

A customer is not an interruption to our work. They are the purpose of our company's existence

We aren't doing them a favour by waiting on them, they are doing us a favour by visiting us

A customer is a stakeholder of our business - not an outsider

A customer is not just money in the cash register. They are a human being with feelings and deserves to be treated with respect

Benefits of Good Customer Service

Personal Benefits

- Less stress
- Higher efficiency
- More job satisfaction

Company Benefits

- Key to survival and success
- Motivated teamwork
- Cost effective
- Adds to the company bottom line

What Do Customers Want?

Fast service

Accurate service

Variety and
availability of
choices

Timely delivery

Convenient
location

Good
relationship

Complaints
handled well

Value for money

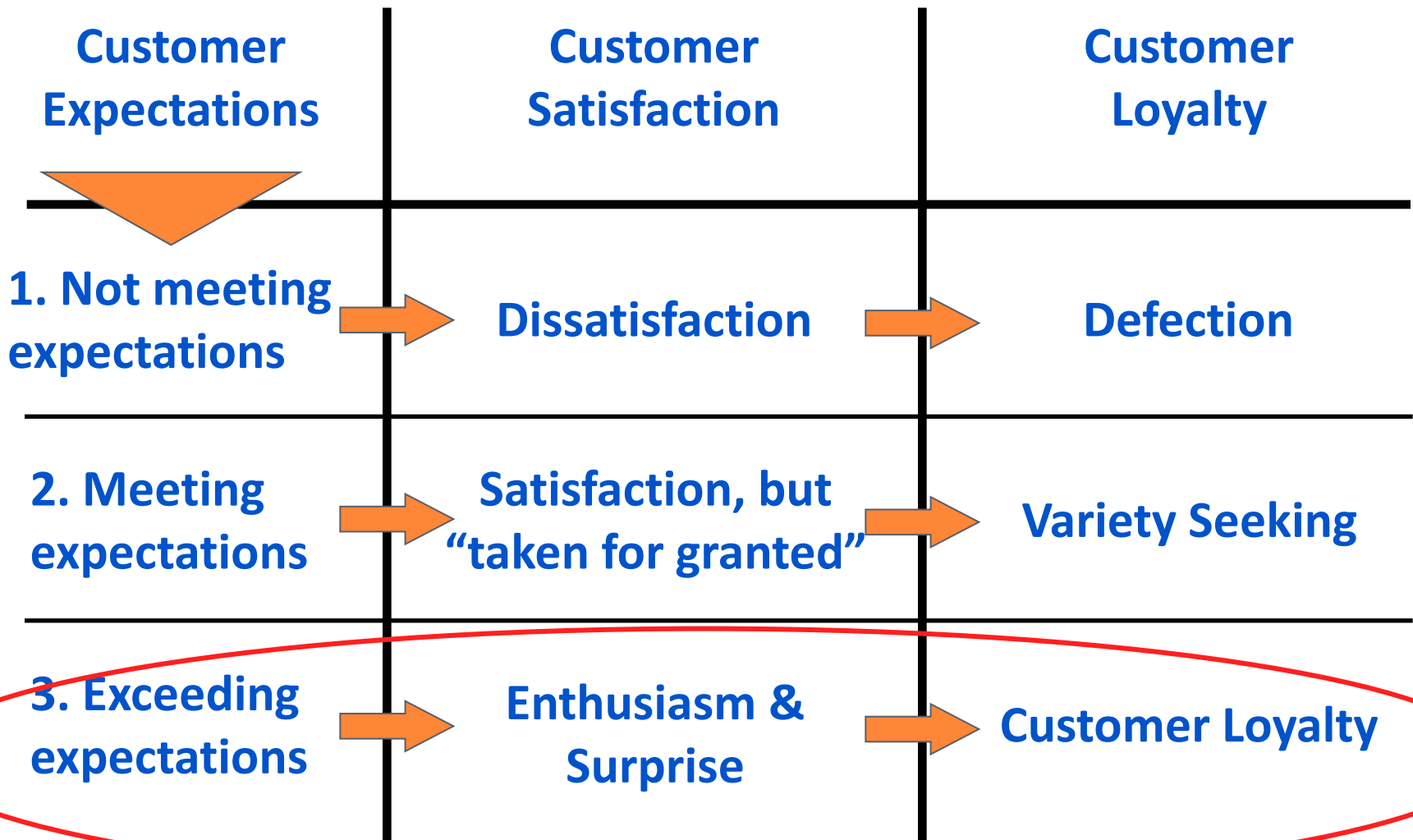
Security of a
stable company

To be
remembered

New gadgets

Recognition

Customer Loyalty vs Satisfaction



Add-on selling: what you know

You know the
related items

You know the
alternatives

You know the
specials

You know the
new items

Greeting Customers

Give the customer your full attention

Acknowledge a person as soon as they appear, even if you're busy

SMILE! and Establish eye contact

Tell them your name

Show an interest in them

Ask how you can help

Use their name often

Be polite and courteous – say please and thankyou

Attitudes for Customer Service

It is THE priority

**Care for your
customers**

Communicate

**Treat people as
individuals**

Be considerate

Add value

First impressions

Smile

Eye contact

**Firm hand
shake**

**Show genuine
interest**

Service Standards – engaging customers

Acknowledge customers within 10 seconds of their arrival

Answer phones within three rings

Always smile and make eye contact when face to face

Say “Welcome to Laser, I am Phil, how may I help you?”

Obtain and use of customer’s name, where appropriate