

# Customer Service 101

## Customer Service Performance Standards

- Establish eye contact
- Welcome with a smile
- Acknowledge waiting customers
- Give complete attention as soon as possible
- Use communication skills, speak clearly
- Answer questions quickly and correctly
- Say thank you

## Service Quality Characteristics (What People Want):

- Reliability: dependable, accurate, consistent, competent service
- Responsiveness: prompt, helpful, courteous service
- Communication: to be listened to with attention
- Tangibles: well groomed staff, clean and attractive facilities

## Active Listening

- Focus on the person, make eye contact
- Listen for key points
- Don't jump to conclusions
- Don't interrupt
- Prevent your mind from wandering
- Restate, ask questions to clarify
- Provide non-verbal feedback (nods, smiles)
- Eliminate noise/distraction if possible

## Handling Customer complaints

- Listen completely before responding
- Restate the problem to clarify
- Focus on a solution
- Be sympathetic patient, courteous, calm
- Apologize for mistakes
- Resolve the problem follow through
- Thank for bringing to attention

## Don't Make Value Judgments About:

- Who the patron is
- How they look
- What information they want
- Why they want it
- If they should want it