

**FRESNO STATE**

---

Career Development Center

**Developing Customer Service  
Skills**

# Importance of Customer Service Training

- Increase customer satisfaction
- Improve communication & problem solving skills
- Improve student assistant morale & motivation
- Enhance teamwork & collaboration

# Purpose & Value of Training

- Start off with a solid foundation
- Provide **accurate, consistent and helpful information**
- Student Assistants become valuable key **team players** within the Department
- Student Assistants perform better when they are trained adequately
- Higher efficiency & productivity

# Training Manual

- Create a manual if there is not one
- Provide scenarios and examples-as you experience new situations and include them in the training manual

**Communication,  
Communication,  
Communication!**

# Methods of Communication

- Speaking
- Listening
- Writing
- Reading
- Non-verbal expression

# When in Person

## Acknowledge

- A prompt, friendly greeting is the first impression
- If on the phone, be sure to place the call on hold to greet the person and let them know you will be right with them!

# Listening

- A good listener.....
  - conveys sincerity
  - focuses on the speaker & what they are saying
  - does not interrupt
  - listens with their eyes & their mind



# Listening

- Things to avoid.....
  - formulating what you want to say while the customer is still talking
  - thinking about other things while the customer is talking
  - jumping to conclusions

# The Power of Words

## Words to use:

May I

How can I help

Would you like

Consider this

Opportunity

I'll be happy to

## Words to avoid

You have to

Not our policy

Not my job

We'll try

I don't know

I have no idea

# Email Etiquette

- DO NOT put email in “To” until email is written, **edited** and ready to send
- Subject Line should clearly indicate topic of email
- Be sure to CC supervisor so they know
- Use highest level of courtesy when addressing someone (Dr, Mr, Mrs, Ms) unless you know them
- Type full words & sentences using correct grammar & spelling
- Remember emails are property of the University

# Telephone Etiquette

- Make sure you are familiar with the features on your phone
- Answer promptly & identify yourself & office
- Be sure to avoid side conversations & try to reduce background noise
- Never eat or drink while on the phone
- Ask permission before placing someone on hold
- Thank customer for holding once s/he is off hold

# Identify Yourself 😊

Start off the phone conversation by stating who you are

–Important to let the caller know who they are speaking with

The Office of..... Student Assistant speaking, how can I help you?

# Why are Customers Challenging?

- They may not have an understanding or expertise of the situation
- They may not speak “our” language
- They may have difficulty in making decisions
- They may be impatient, hostile, non-communicative, immature, etc.



# Q-TIP METHOD

# Q-TIP Method

**Q = Quit**

**T = Taking**

**I = It**

**P = Personally**



# They Don't Know What They Don't Know

Sometimes the customer doesn't know  
what to ask

Or

The customer isn't clear what the  
issue/problem/concern is and/or where to  
turn for the answers

# Practical Tips

Stay  
Calm

Listen &  
do not  
interrupt

Speak Softer &  
More slowly

Try to Solve  
the  
Problem

If situation is  
escalating, get  
your Supervisor

Stay  
Positive

# Lesson Learned!

## What to Do When You've made a mistake

Admit the mistake-WE ALL MAKE THEM



Apologize for the error



Find a solution



Document the error if needed



Incorporate ways to lessen the likelihood of further errors

# Benefits of Customer Service Training

- **Satisfied** students/staff/faculty, which leads to increased retention, improved graduation rates
- **Positive reputation** and **respect** of students, their families, institutional peers
- Problems are **creatively solved**
- Work is more **personally fulfilling** for student staff

**“The quality of your customer service support  
will never exceed the quality of the people  
providing it.”**

# Questions?



## Contact Info:

[sheilag@csufresno.edu](mailto:sheilag@csufresno.edu)  
Student Employment Specialist

Office Hours

8:00 am – 5:00 pm, M – F

Located: Thomas 103

Phone: 278-2381

[www.fresnostate.edu/careers](http://www.fresnostate.edu/careers)

[careers@csufresno.edu](mailto:careers@csufresno.edu)

