FRESN@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:	Words to avoid
May I	You have to
How can I help	Not our policy
Would you like	Not my job
Consider this	We'll try
Opportunity	I don't know
I'll be happy to	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 = 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





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

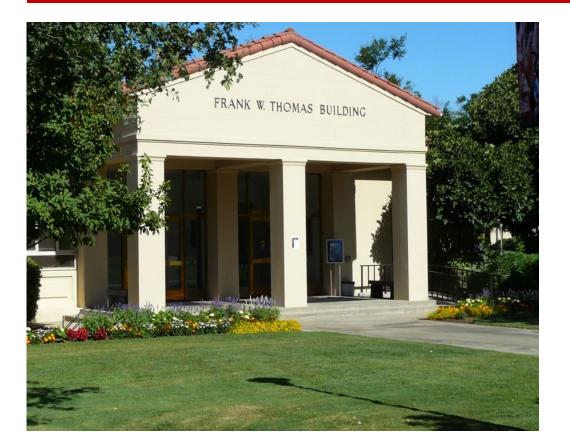
- Satisfied students/staff/faculty, which leads to increased retention, improved graduation rates
- Positive reputation and respect of students, their families, institutional peers
- Problems are creatively solved
- Work is more personally fulfilling for student staff



"The quality of your customer service support will never exceed the quality of the people providing it."



Questions?



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