

Customer Care

Module 4.5

Customers Count on You

“Lifesaver”



“Lifesaver”

(Introduce piece)

As customer service professionals, we talk to a lot of customers. This means that we get to help a lot of customers resolve their problems. Unfortunately, in talking to so many customers, we often lose sight of just how important our help is. Sometimes their concerns seem trivial, but we should remember that if a customer took the time to call, the issue is important to them. How important could their issue be? Watch and see...

(Play ToonUp)

Once the ToonUp has finished, click on the “Toon Tips” button on the bottom of the screen to open the Toon Tips page.

(Review Toon Tips)

Toon Tips:

- Give your customers your best effort on every call.
- To your customers, every question is important.
- This may be the 100th call for you, but it is only the first call for your customer.

(Ask Questions)

Questions for Discussion:

“Have you ever handled a call that seemed trivial at first but later seemed very important?”

“Have you ever been in desperate need of help, but were treated as though your problem was insignificant?”

“Should we treat customers differently when they sound more desperate?”

Customers Count on You:

Optional Exercise: “Big Time Call”

(Introduce the Exercise)

To make the following exercise more relevant to your audience, you may want to start by relating the topic to your own environment, product, or service. You could list relevant examples of this topic on a flipchart or whiteboard so the class can refer to them during discussions. Using "real world" examples gives the exercise context and provides a clearer objective.

(Describe the Exercise)

The Objective:

To show participants how even a famous individual might need help from a customer service professional.

Scenario:

Divide the class into smaller groups (3-6 people per group). Each group will first create a list of famous people (celebrities, athletes, politicians, humanitarians, etc.). The list should include at least 3 people.

The next step is for each group to think of a scenario in which one of these individuals would be in desperate need of assistance from a customer service professional. For example, if the celebrity the group selected was Michael Jordan, he may be calling an airline because his reservation has been lost and he needs to get to the championship game hundreds of miles away in only a few hours.

Each group will present their scenario to the rest of the class by acting out how the phone call might sound. A narrator for each group will introduce the scenario, and two participants will act out the scenario.

(Conduct the Exercise)

As a facilitator your role is to keep the exercise flowing smoothly. Allow the participants to have some fun with the exercise, but make sure they stay focused on just how much customers count on them.



(Recap the Exercise)

“What other characters and scenarios did you think of?”

“Does this exercise help illustrate just how important customer service can be?”

“Should we be any less responsive or helpful to someone who is not a celebrity?”

(Summary and Transition)

- Reinforce key training points.
- Relate exercise to your own environment, product or service.
- Answer any remaining questions.
- If conducting as a course, transition to next module using appropriate Course Guide.