TYPES OF CUSTOMERS

MODULE 2

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Agenda

• Focus on the Customer – Controlling body language, tone, pace, and focus
• Service Level Agreements – Definitions, customer types, measures
You will learn...

• The importance of delivering excellent customer service with your technical skills.
• How to improve your interactions with the customer when providing customer service.
• How Service Level Agreements tie all this together and sets performance goals.
• Understand how Service Level Agreements guide you on how to respond to incoming issues.
Customer service means different things to different people. Interacting with each individual gives you a chance to learn what customer service is to each person; and yourself. If someone else is frustrated, focus on what is causing the frustration, not the person.
Learn how to read body language.

1) How to control your own body language and tone, and
2) How interacting with someone who is in a different frame of mind than you is very important to being successful.
You may be in the middle of solving one problem, when you receive another service call. When this happens…

- Remind the first caller that you are still working on the problem
- Take the second call to collect information
- Give the second caller an estimate when you will return
- Be aware of your facial expressions, even when on the phone.
- You are always happy to help.
Watch the following YouTube video to see the wrong way and the right way to handle a customer’s call.

- **Wrong and Right Ways**
  - https://www.youtube.com/watch?v=MwpFpWIGCas
Focus on the Customer - Review

• If you had to give feedback to the Support Technician in the first scenario, what would you say?
• If you had to give feedback to the Support Technician in the second scenario, what would you say?
• If you had to receive a complaint from the customer in the first scenario, how would you reply?
In this exercise, you will rewrite instructions given to a customer during a chat session. The instructions are to tell a customer to reboot a laptop.

• Rewrite a response to a customer on a chat session to be more empathetic - "Please reboot your laptop NOW!"
• Now, let’s say the customer replies, “I’ve already done that 3 Times!”
• Write a new response.
EXERCISE – “Tough to Improve”

• Maintain a Poker Face
• Personal Organization & Time Management
• Being Ethical at All Times
• Maintaining a Health Work-Life Balance
• Stopping Real Life from Spilling Over into your Work
Focus on the Customer - Quiz

A common solution to technical problems is to educate the customers by explaining how something works. When you feel you need to get your point across with a customer, you…

• A – Stop the customer and correct their thinking
• B – Ask the customer how much of the problem she or he understands
• C – Tell the customer that no one else agrees that this is a problem
• D – Listen to the customer and confirm that you understand

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Service Agreements

Service Management is the process of identifying, negotiating, defining, and satisfying customer expectations. SLAs describe the service, the responsibilities, and measured goals in delivering that service.
Service Level Agreements (SLAs) I

• Be aware of what services are provided.
• Be aware of what is reported, such as service interruptions, counts of issues, and unresolved problems.
• Some customers may receive higher levels of support than others in the same organization.
• Service Levels should be measurable and obtainable.
Types of Customers

Typical SLAs specify that all issues will receive a response within a given number of hours and that a high percentage of issues will be solved within a given number of days.
Service Level Agreements (SLA) II

• For example, all issues will be reviewed within 24 hours and 90% of issues will be resolved within 72 hours
• The SLA may also specify that Vice Presidents and above receive responses within 8 hours and resolutions within 24.
• These different levels might be called Gold and Silver Service Levels, or something else to denote different types of customers.
• Managing incoming issues within these promised service levels is your responsibility.
Service Measures

Since typical SLAs specify that all issues will receive a response within a given number of hours and that a high percentage of issues will be solved within a given number of days, tracking when issues are generated and resolved is important.
• Besides tracking issue resolution, SLAs can also specify that the network and servers must be running 99% of the time (excluding regular maintenance).
• SLAs can also specify that regular maintenance must be announced one week in advance.
• Entering, managing, and reporting these statistics is usually done by the issue tracking system or the Change Request system.
• Knowing whether or not you are meeting your SLA requirements is important to how you prioritize your work.
Listen for the following keywords as you watch the following YouTube video to:

Quality, Resolution Time, Response Time, Escalation, Operational Hours.

• Factors defined in an SLA
  • [www.youtube.com/watch?v=9oAdNsFSVo0](https://www.youtube.com/watch?v=9oAdNsFSVo0)

How do these factors affect the customer? Why are these factors important?
## EXERCISE – Process Development

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Module 2 Review

• Staying organized means knowing how your commitments…
  • Align with your customer expectations.
  • Are prioritized.
• When explaining how something works over the phone,…
  • Body language and facial expressions are still important.
  • Listening is important because you might not have all the information.
• Customer expectations are baselined by SLAs, but individual customer may have higher expectations
EXERCISE – Action Plans

• Developing SLAs
• Improving Body Language
• Learning to Take and Give Feedback
• Becoming Aware of Your Own Body Language and Tone
• Learning Your Customers’ Expectations
Module 2 Quiz

Which of the following is **NOT** usually a part of a Service Agreement?

- Amount of time a customer has to wait before expecting a response
- Number of people working the Help Desk
- Allowed downtime for the network

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