

TYPES OF CUSTOMERS

MODULE 2

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- Focus on the Customer – Controlling body language, tone, pace, and focus
- Service Level Agreements – Definitions, customer types, measures

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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.

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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.

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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.

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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.

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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>

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- 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?

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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.

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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

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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.

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- 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.

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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.

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- 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.

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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.

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- 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.

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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

How do these factors affect the customer? Why are these factors important?

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Step	Action	Responsible	Implication	Impacts Whom
1				
2				
3				
...				

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- 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

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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

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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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