

ACTIVE LISTENING AND CUSTOMER PERSPECTIVE MODULE 4

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- Active Listening- specific techniques to improve customer interactions
- The Customer's Perspective – The customer defines the problem

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- How to apply specific techniques when interacting with customers.
- The power of listening.
- How to improve your interactions with the customer when providing customer service.
- How to give time to your customer when diagnosing the issue.

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Active Listening means that you are participating in what the customer has to say.

- Do not jump to conclusions.
- Let the customer finish.
- Be thoughtful and methodical.
- Repeat back what the customer said in your own words.
- Have the customer tell you whether or not you fully understand.
- Tell the customer your solution and an estimate for completion.

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Active Listening means occupying your attention in what the other person is saying. Watch the following video for advice in how to focus your attention towards your customer

- Video Link - [Five Levels of Listening](http://www.youtube.com/watch?v=2grajx8iYvw)
 - <http://www.youtube.com/watch?v=2grajx8iYvw>

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EXERCISE – Proof of Evidence



- Watch [the following video](http://www.youtube.com/watch?v=vT3CgYnqKr4) –
<http://www.youtube.com/watch?v=vT3CgYnqKr4>

Point	Concern	Evidence
1		
2		
3		
...		

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- Practice positive body language.
- Let the customer finish her point before you begin asking questions.
- Do not jump to conclusions.
- Confirm your understanding of the problem with the customer.

Why are these points important?

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First, pick a skill that is important to passing one of the exams you've studied in this program. Then, form into pairs. After you form pairs,...

- One student will state her or his important skill and why it is important.
- The other student will practice Active Listening to confirm understanding.
- Reverse roles and repeat the process.

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Active Listening means that you participate in the conversation by...

- A - Making your point first, then allowing the other person to object.
- B – Asking lots of questions while the person is talking.
- C - Listening first, then repeating what was said to confirm your understanding.

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The customer defines the issue to be solved by describing it to you. The customer also decides when the issue is solved.

- You provide the solution, but the customer decides if the solution is successful.
- Test the solution before asking the customer to test the solution.
- Close the issue in the tracking system when the customer agrees that the issue is closed.

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Don't take it personal when the customer complains. We all complain. We all give compliments. Appreciate the compliments. Appreciate the complaints.

- A complaint is an opportunity to hear feedback and improve.
- Always strive to improve both your technical skills and interpersonal skills.
- Build relationships with customers.

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- “I need you to reboot your laptop now. This will take a few minutes. Do you have a few minutes to do this?”
 - Tone – to express feeling
 - Inflection – to emphasize specific words
 - Pitch – to emphasize urgency
 - Rate – to emphasize irritation
 - Volume – to emphasize demands

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In this video, you will see several mistakes made by a Support Technician. You will also see how a customer's frustration increases with each interaction.

- [The Wrong Way](#) –
 - <http://www.youtube.com/watch?v=d98qqHuZp0c>

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- Was the customer able to detect the Support Technician's facial expressions over the phone?
- Was the customer most disappointed in the software or the Support Technician's level of service?
- If the customer called back a second time and you answered the call, how much extra effort would be required to support this customer?

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For this exercise, everyone will write a list of words

- Write a list of five highly technical words that this 12-week training program has taught.
- Now, think of other words that could be used instead when talking to someone who has not taken this training.
- How would you communicate with a customer using words that the customer will understand?

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- "It's against federal regulations for me to release that information."
- "I'm sorry your name is not on the list of those with access."
- "I cannot mail the package without pre-payment."
- "Before you begin the program, you will have to be evaluated by a certified clinician."
- "You currently do not have an appointment, but I would be happy to make an appointment for you."

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You are with a with a customer solving a very technical and difficult problem when you realize you are late for a meeting with your boss. You immediately...

- A – Leave your customer and attend the meeting
- B – Stay with your customer and text your boss where you are
- C – Stay with your customer and forget about the meeting
- D – Tell you customer you will be back in an hour and attend the meeting

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- Build relationships with customers
 - Maintain composure
 - Practice Active Listening
- Complaints are feedback. Treat them like symptoms of a technical problem to solve.

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Match the Term to the Definition

TERMS

Active
Listening

Body
Language

Complaint

DEFINITIONS

Nonverbal cues &
Signs

Needed Feedback

Avoiding
Misunderstandings

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