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
You will learn...

- 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.
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
EXERCISE – Proof of Evidence

- Watch the following video – http://www.youtube.com/watch?v=vT3CgYnqKr4

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<th>Point</th>
<th>Concern</th>
<th>Evidence</th>
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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?
Active Listening - Exercise

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.
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.
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.
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.
• “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
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](http://www.youtube.com/watch?v=d98qqHuZp0c)
The Customer Decides - Review

- 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?
The Customer Decides - Exercise

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?
"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."
You are 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 your customer you will be back in an hour and attend the meeting

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Module 4 Review

• Build relationships with customers
  • Maintain composure
  • Practice Active Listening
• Complaints are feedback. Treat them like symptoms of a technical problem to solve.
### Module 4 - Quiz

**Match the Term to the Definition**

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