



طلال أبو غزالة العالمية  
Talal Abu-Ghazaleh Global

# Customer Service



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# Customer Service Topics:



**Unit One: Characteristics of employees in customer service**

**Unit Two: Customer complaints and how to deal with them**

**Unit Three: Behaviors must be avoid once dealing with customers**

**Unit Four :How to get the satisfaction of your customers**

# Introduction

Unsatisfied customers usually don't speak.  
They left and never come back...





How do you keep customers...?  
The first exercise... Discuss with me  
your roles in the followings:

How do you keep customers...?

- 4% of dissatisfied customers are listened to... while the other 96% leave quietly... and 91% never come back!!!
- In a study by the international publishing house McGraw Hill, 68% of its customers left it because of the indifferent attitude of its representatives towards customers ... and their failure to contact them!!!
- On average, a dissatisfied customer will tell between 11-13 people about his problem...while a satisfied customer will only talk to three people about why he is satisfied!!!
- 70% of customers will return to deal with you if you resolve the issue of their complaint... and this percentage will rise to 95% if you address the problem immediately after it occurs... On average, a complainant who is satisfied will tell five people about the problem and how it was solved to his satisfaction !!

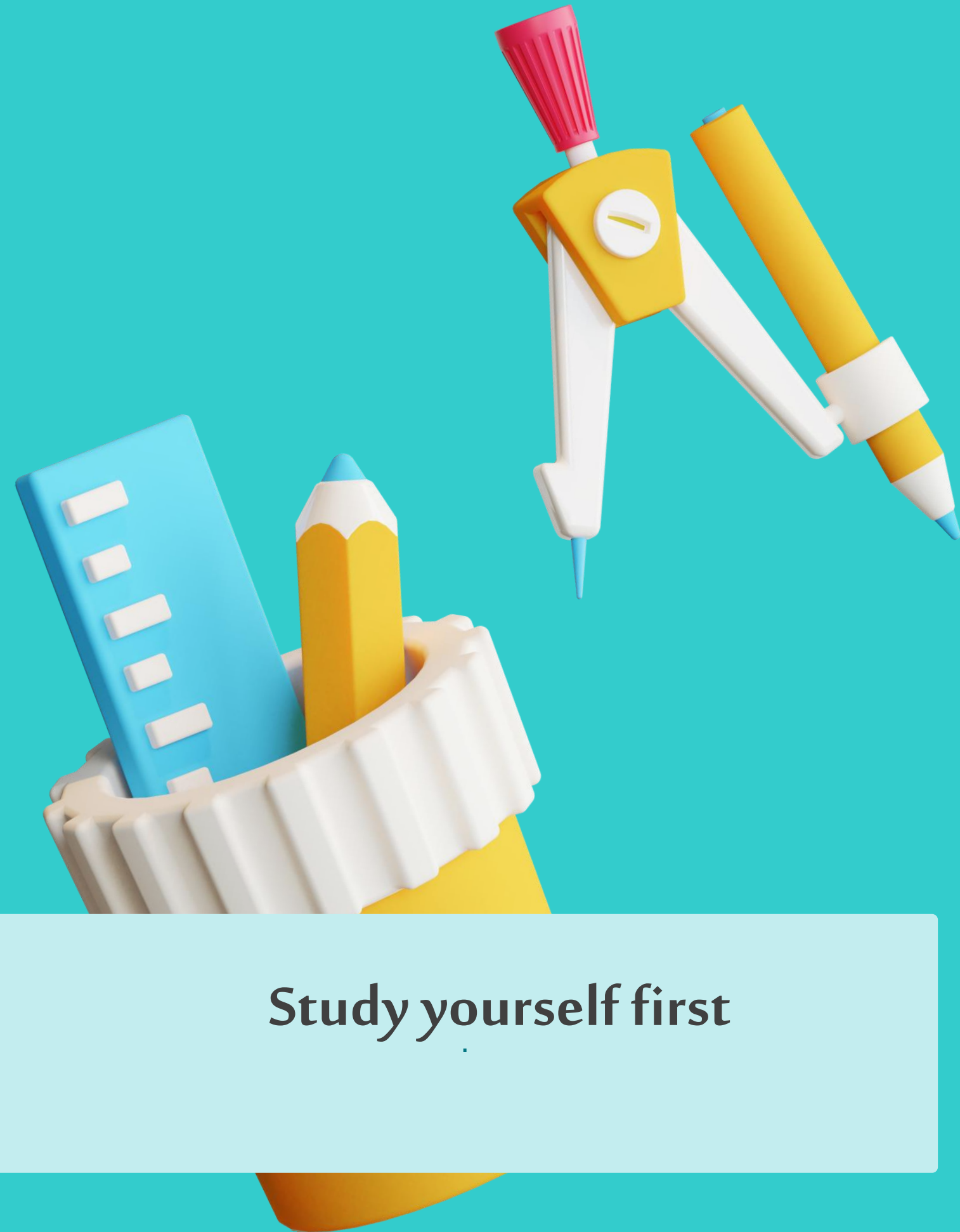
## Why should we make customers satisfied?



- The cost of acquiring a new customer is six times higher than the cost of maintaining an existing customer!!!
- In a recent study of The Organization Customer Care Alliance (OCCA) It turns out that only 16% of the sample said they were “completely satisfied” with their business dealings or that they “received better treatment than they had imagined.
- Portland Research Group found that the consumer had to ask the company he was dealing with 3.2 times on average before his problem was solved.
- Most companies lose half of their existing customers within five years due to poor customer service.

## Why should we make customers satisfied?





**Study yourself first**

**Study yourself first.....?**  
**The second exercise.... Study**  
**yourself in the following**

# Characteristics of Employees in Customer Service

Appearance and first impression



# Characteristics of Employees in Customer Service

Facial Expressions



# Characteristics of Employees in Customer Service

Trust



# Characteristics of Employees in Customer Service

Eye Contact



# Characteristics of Employees in Customer Service

**Enthusiasm and Empathy**



# Characteristics of Employees in Customer Service

**Attention and patience**



# Characteristics of Employees in Customer Service

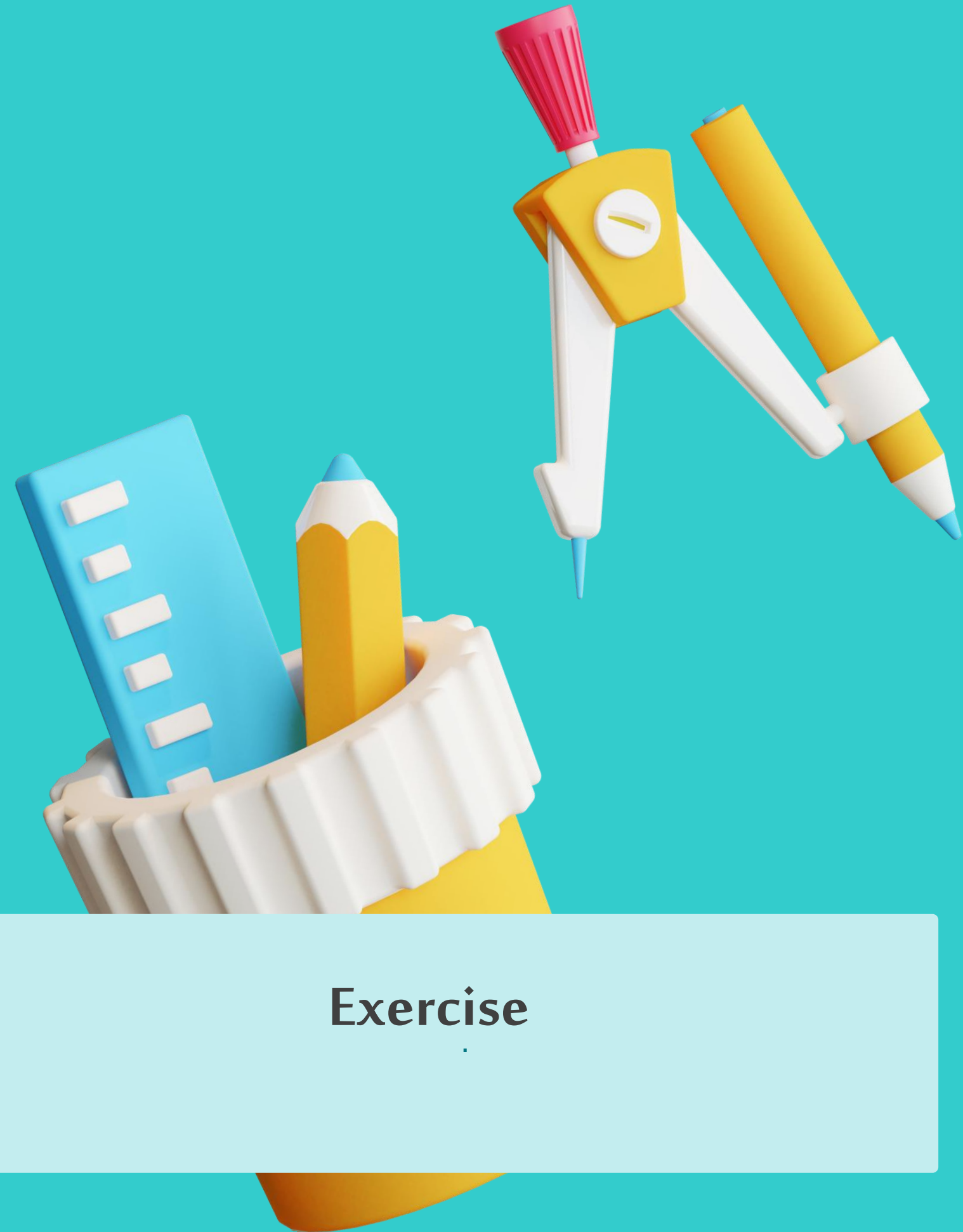
Smile



# Characteristics of Employees in Customer Service

Voice and Talking





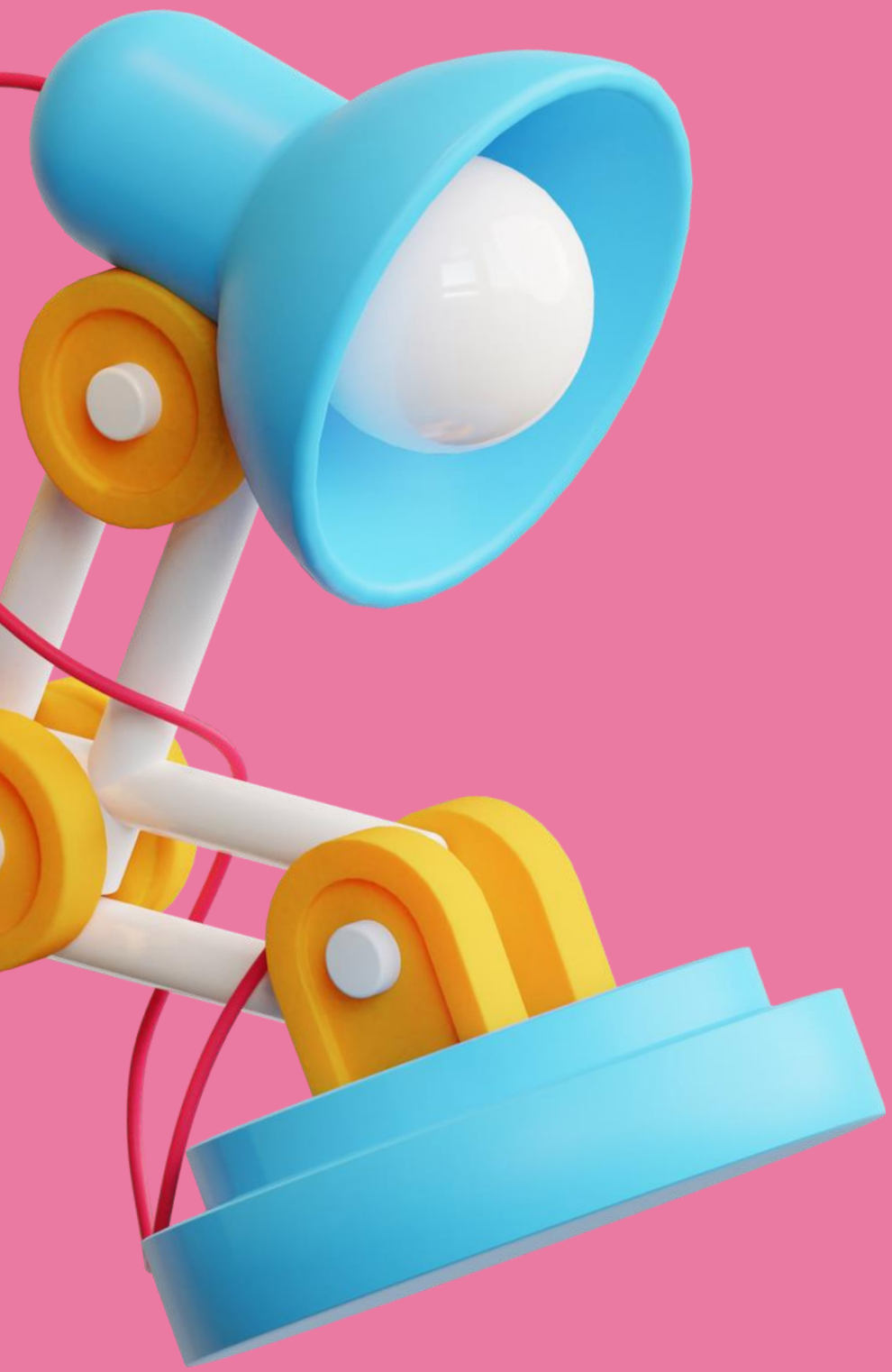
Are you a good  
speaker? .....let's see

Exercise

# Principles of Excellent Customer Service

The secret to succeeding in retaining your customers is to always make them happy with your products and services.





# Customer complaints and how to deal with them:





Think about the reasons why your customers are unhappy with dealing with you or unhappy with your level of services by representing the role and mention the top 3 reasons why customers are unhappy.

**Exercise:**

**Reasons behind Customer Dissatisfaction**

## Reasons Behind

Customer

Dissatisfaction

- 1- Failure to keep the promise.
- 2- Dealing with customers coarsely and inefficiently.
3. Inconsistencies in the customer's statements and letters from various departments in the establishment.
- 4- The client felt vulnerable and unable to do anything.
- 5- Obtaining false information.
- 6- Delay and long wait.
- 7- Treating the customer as an insignificant person who is always wrong and ignorant of much information.
- 8- Defects in products or service level are weak.
- 9- The sense of that the staff are ignoring the client or attempting to evade him.



# How Do you Deal with Customer Complaints?



- Empathize with the client to the extent that it helps absorb his anger.
- Listen to the client and do not interrupt him while he is speaking. Let him release all the anger inside him.
- Ask the client a number of open-ended questions (what, when, where, how, who, why). Do not ask brief questions aimed at answering only yes or no.
- Find the facts and do not make excuses to the client or justify what happened.



# How Do you Deal with Customer Complaints?



- Try to solve the problem without blaming others.
- Agree with the client on a plan of action acceptable to both of you to deal with his complaint.
- Follow up on the implementation of the agreed action plan.
- Be in constant contact with the client to inform him of developments in what is happening.



- When you deal with customer complaints, act in the manner of someone looking for a solution and not in the manner of someone who is unable to do so. The important thing is that you take action.. do something.. and start looking for a solution.
- The dissatisfied customer speaks four times more than the number of people who are happy, and this means the necessity of... Take care of the complainant whenever he complains to you, and do not leave him unless he is satisfied and happy.
- It is better to ask our customers about what they complain about rather than leaving them without asking, as the majority of dissatisfied customers do not speak up...and go...and do not come back!



# Behaviors to be avoided when dealing with customers



1. "I don't know".
2. "No"
3. "That's not my job".
4. "You are right ... the (service) is bad".
5. "It's not my fault"
6. "Talk to my boss".
7. Unreal promises
8. "Chill out"
9. "I'm Busy Right Now"
10. "Call back"





The table includes a number of phrases that it is preferable not to say to clients. Read each phrase and write in the space in front of it an alternative phrase, but better, from the client's point of view:

**Exercise:**  
**Diplomacy in Dealing with Clients**

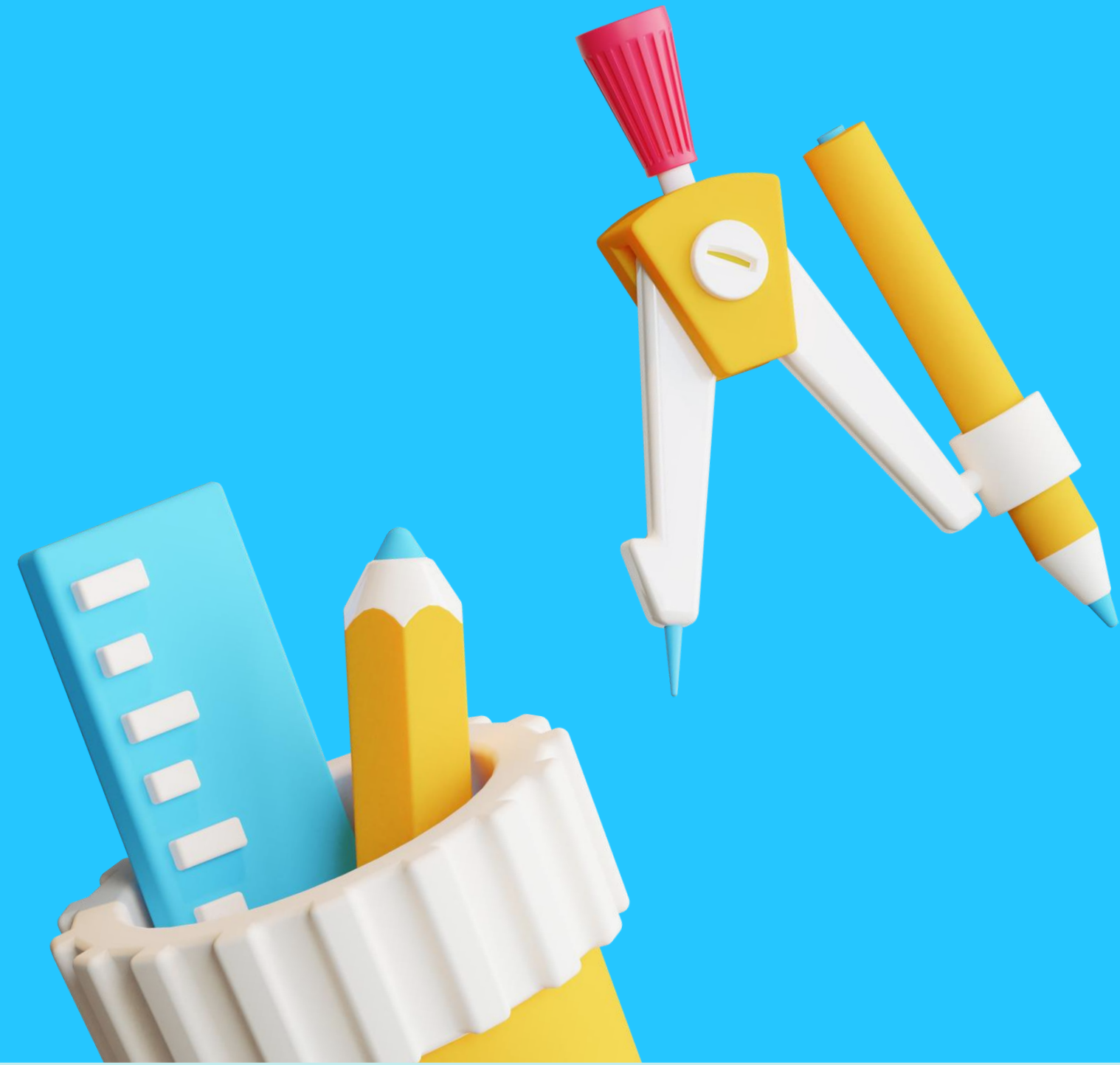
Unwanted Phrases	Suggested Phrases
I will try to get an answer for you from such-or- -1 .such department	and get ...I will contact the concerned department ...back to you before twelve o'clock in the afternoon
- I will try to transfer your call to such-and-such 2 You should not have asked me department.	I will transfer your conversation to the concerned ..department.. and they can answer your question
Can't you see we're busy? I will take at least half -3 an hour to get the information you need	.I will get back to you after four o'clock
I'm sorry.. You have to call again.. You know my -4 Nothing makes them rush .....officials	.....I will





Unwanted Phrases	Suggested Phrases
5- Your timing is bad.. Can you call in two hours?	I will.....
6- I will try to get the information to you today.. but it may take longer	I will.....
7- I don't know.. but I will try	I will.....
8- I don't know anything about what happened in your problem.	I will.....





in the table and statements the Read  
put a mark (×) in front of each  
statement in the appropriate place:

**Exerecise:**

**Test your ability to solve customer problems**



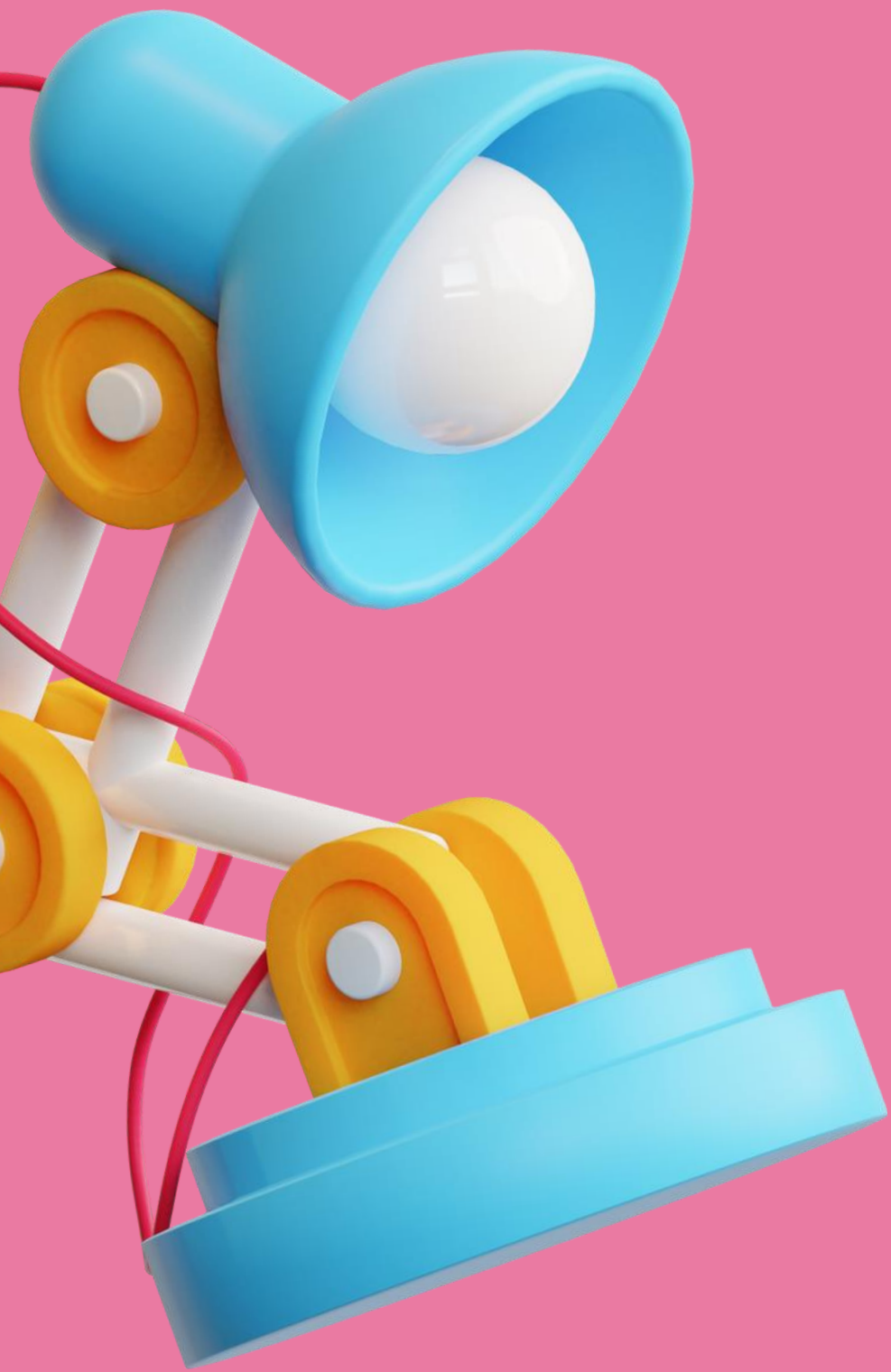
Statement		I agree	I do not agree
If you are not the cause of the problem, no harm will come to you.			
If you can determine who is causing the problem, they will dismiss you from doing anything to solve it.			
If you didn't cause the problem, you don't have to help in solving it.			
If someone does not tell you what you should do, you are not responsible for not doing it.			
If you don't understand something, it is the other person's responsibility to make sure you understand what they want.			
If you don't understand something, it is your responsibility to make sure you do.			
If the situation is unfair to the customer, you are not responsible for making any effort to improve it.			
It is reasonable to expect that you will not be given any task until all customer expectations are considered.			
Defining customer expectations and requirements is part of everyone's job.			
If someone else makes a mistake, it doesn't mean you're not responsible for doing something about it.			



## Score Calculate your

- Add up the number of correct marks in the second and third columns
- Score out of 10





# How to gain your customer satisfaction



# How to turn and angry customer into a smiling customer:

- Listen carefully and carefully to customers.
- Ask them a number of questions to make sure you understand exactly what happened and to find out their expectations and what they expect the company to do in order to satisfy them.
- Compensating the client for what he believes is his loss with something that calms his feelings by giving him one of the (inexpensive) gifts in order to calm him down.
- The company must not stop at the expectations of unhappy customers, but must exceed their expectations in serving them.
- The company must search for the reasons that led to the problems that customers complain about and address those reasons so that these problems do not reoccur in the future.



# End of the first training session

1. If you see your loved one, smile and he/she will feel your love.
2. If you see your enemy, smile and he/she will feel your strength.
3. If you see the person who left you, smile and he will be remorseful.
4. If you see someone you do not know, smile you will get bounties and blessings.

