



Help at Home[®]

Care to Live Your Life.

Customer Service

Providing good Customer Service



Why talk about Customer Service?

Customer service is a company's opportunity to connect with clients, solve problems, and show they care.

- When customer service is executed well, it can resonate with clients for years.

94% of people recommend a company with "very good" service, and buyers are **92%** more likely to buy after reading reviews (Qualtrics, "ROI of Customer Experience", 2020).

- People are **93%** more likely to return after a positive customer service experience (Qualtrics, 2020).

3 out of 5 clients will leave your business after one bad experience. And after two bad experiences, that figure jumps to **3 out of 4** clients.



Customer Service

Who provides Customer Service?

A Customer Service Representative (CSR) is a professional who acts as a liaison between a company and its clients (care supervisors, office support etc.).

Any time an employee engages a client, they are representing the organization and exercising customer service skills.

- Includes a wide range of activities such as:
 - Answering questions and finding solutions
 - Resolving complaints
 - Interacting with clients
 - Following up on client issues
 - Providing guidance and offering advice
- Customer service can be provided through various channels such as phone, [email](#), [live chat](#), [social media](#) and in-person interactions.



What are customer's expecting?



Client Expectations and Perceptions

- Clients expect personal experiences. They are expecting us to know them, their needs, and what they are asking. They are wanting us to help them in a way that is personal to them while creating a positive experience.
- Clients expect to be treated with professionalism (active listening, eye contact, engaged conversation, no texting or cell phone use during conversation etc.). The clients want to know they can trust us with their personal health information, and we will keep their information private.
- Those clients expect honesty, competency, confidentiality, and at least some degree of warmth.

Key Components of Good Customer Service

Personalization

- Create a tailored experience for every customer.
- Use the client's name whenever possible, "Thank you for calling us, Mr. Smith"

Empathy

- Think if you were in client's shoes, how would you want someone to support you in that situation or trial.
- You want to relate to their pains, understand their perspective, listen to their concerns and show compassion when necessary.

Responsiveness

- Promptness is critical—the faster you're able to resolve your clients' issues, the better their overall experience
- Time is a very valuable currency in the world

Product Knowledge

- Speaking with confidence about the products or services offered
- Having answers to anticipated questions adds to a positive client experience

Professionalism

- This implies being respectful, courteous and treating customers with dignity and respect.
- It also means being calm, patient, composed and constructive, especially when dealing with frustrated or unhappy clients. Not getting loud or matching their negative energy, keeping a calm tone and pleasant demeanor.

Common Challenges in Providing Good Customer Service

Poor Communication

- Representatives might fail to listen carefully to clients, lack empathy or speak in an impersonal manner
- Give the client your full attention. Don't try to multi-task. Try to make each of your clients feel like they are your favorite client. "Hi Mr. Smith, it's wonderful to hear from you today. What I heard you say is _____, is that correct?"

Slow Response Times

- Clients expect quick answers to their questions and resolutions for issues. Give time frames when you are going to get back to the client. Set clear expectations.
- Do you know response time targets for emails, calls and other inquiries?

Product Knowledge

- Do you know what services our company provides to the clients?
- Are you able to locate resources, policies, and procedures that could help answer client's questions? Not making up policies or answers, seeking the right answer instead.

Other challenges

- Other challenges reps face include handling difficult clients, managing high call volumes, maintaining consistency across channels and keeping up with changing client expectations

Tips for improving Customer Service Skills



1. Know your customers

The first step in customer service is to understand the needs, experiences, and expectations of your customers. When in person, do not hesitate to ask the customer about their specific desires or requirements for the product.

2. Show empathy

Empathy occurs when you can fully understand someone else's perspective. When faced with an unhappy customer, practice empathy by considering the way you would want to be treated if you were in their position.

3. Be an active listener

One active listening method you can use is rephrasing a customer's question or statement to make sure you understand what they need. You can also ask follow-up questions to gain more information to better address the customer's situation.

4. Ask if customers understand

Customer service professionals are responsible for making sure customers end their interaction with all of the information they need. Throughout your interactions, you can ask customers if they have any further questions about what you have discussed.

5. Be personable

Aim to remain approachable, friendly and engaging so that customers feel comfortable. Speak in a calm, friendly tone and use affirmations to let customers know you understand them. If you interact with customers in person, use body language such as smiling, eye contact and open posture to encourage customers to approach you. If you provide customer service over the phone, consider notifying a customer when you are researching their question or taking steps to address their concerns.

6. Provide prompt and accurate answers

Another important attribute of excellent customer care is timeliness. When interacting with customers, remain focused on their needs to ensure you make the most of their valuable time. Accurate information ensures customers fully understand the product or service they use and can use it to its full potential. Providing helpful information also promotes trust, brand loyalty and continued patronage. If you are unsure of the best way to handle an issue, reassure the customer that you will look into it and get back to them as soon as possible.

7. Follow up

Following up can demonstrate that you empathize with the customer's needs and are dedicated to improving their experience with your company.



Customer Service

What is an example of good Customer Service?

Video: Tips For Improving Your Customer Service Skills

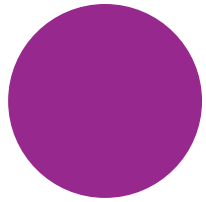
- Click here to watch the video: [6 Tips For Improving Your Customer Service Skills | Indeed Career Tips - YouTube](#)

Customer Service interactions

Remember:

- All interactions count, not just the first one.
- Always try to end each session on a positive note!
- It's just as important to make a positive lasting impressions as a positive first impression.





Questions?





Help at Home.®

Care to Live Your Life.

