

Customer Service Training



Sample Slides

The Importance of a Customer



A customer is the most important person in any business

A customer is the ultimate boss who can fire anyone by not coming to us

A customer is not an interruption to our work. They are the purpose of our company's existence

We aren't doing them a favour by waiting on them, they are doing us a favour by visiting us

A customer is a stakeholder of our business - not an outsider

A customer is not just money in the cash register. They are a human being with feelings and deserves to be treated with respect

Benefits of Good Customer Service



Personal Benefits

- Less stress
- Higher efficiency
- More job satisfaction

Company Benefits

- Key to survival and success
- Motivated teamwork
- Cost effective
- Adds to the company bottom line

What Do Customers Want?



Fast service

Accurate service

Variety and availability of choices

Timely delivery

Convenient location

Good relationship

Complaints handled well

Value for money

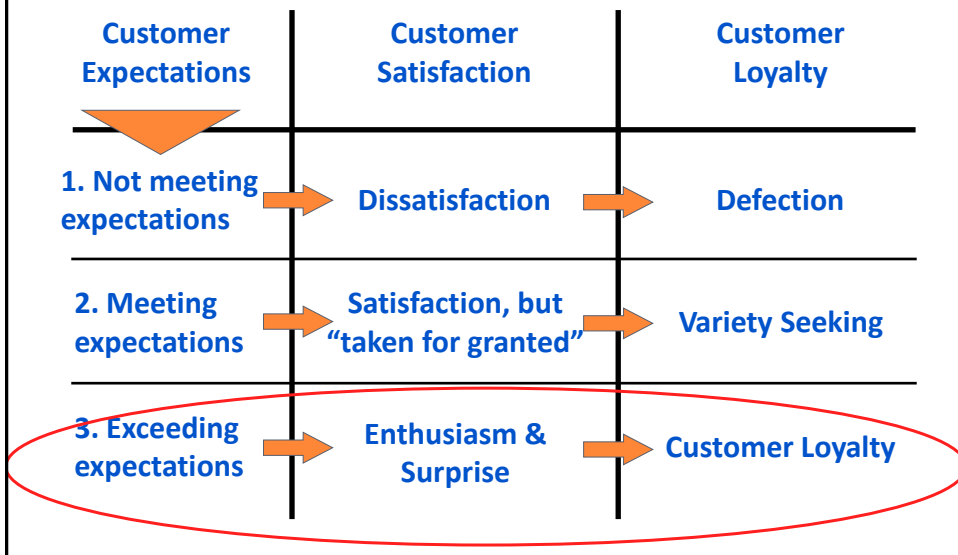
Security of a stable company

To be remembered

New gadgets

Recognition

Customer Loyalty vs Satisfaction



Add-on selling: what you know



You know the related items

You know the alternatives

You know the specials

You know the new items

Greeting Customers



Give the customer your full attention

Acknowledge a person as soon as they appear, even if you're busy

SMILE! and Establish eye contact

Tell them your name

Show an interest in them

Ask how you can help

Use their name often

Be polite and courteous – say please and thankyou

Attitudes for Customer Service



It is THE priority

Care for your customers

Communicate

Treat people as individuals

Be considerate

Add value

First impressions



Smile

Eye contact

Firm hand
shake

Show genuine
interest

Service Standards – engaging customers



Acknowledge customers within 10 seconds of their arrival

Answer phones within three rings

Always smile and make eye contact when face to face

Say “Welcome to Laser, I am Phil, how may I help you?”

Obtain and use of customer’s name, where appropriate