

**KEYS  
TO  
SUCCESSFUL  
CUSTOMER  
RELATIONS**

# OBJECTIVES

- Delighting CUSTOMERS by providing GEMS
- Preventing customer dis-satisfaction before it occurs
- Resolve customer complaints so they stay delighted
- Manage customer expectations and exceed them
- Provide unpleasant information in pleasant ways.

- Use a personal service speciality to delight customers
- Show and establish rapport with all customers
- Be committed to delighting customers

# WHO ARE YOUR CUSTOMERS?

- Those whom you serve
- Those upon whom you depend to serve others
- Those who depend on you to serve others

# Definition of a Customer

- A CUSTOMER is the most important person ever in your business
- S/he is not dependent on your business; you are dependent on the customer.
- A customer is not an interruption of our work; he/she is the purpose of it. We are not doing him a favour by serving him; he is ALLOWING us the opportunity to serve him.

- A customer is not someone to argue or match wits with. No-one has ever won an argument with a customer.
- A customer brings us his wants and needs. Our job is to satisfy those wants and needs, profitably, for him and us.

# Winning Communication Strategies

- Focus on WHAT the customer wants and needs
- Be passionate about your customer and your business
- Know WHAT your customers are really buying
- Make EVERY customer glad
- Ask questions, then LISTEN

# Communication Formula

- 55% Non verbal Communication
  - **Appearance, Body Language, Facial Expressions**
- 38% Vocal Quality
  - **Tone, Pitch, Articulation, Volume, Variation**
- 7% Actual Words



# COMMUNICATING WITH CUSTOMERS

- Everyone who comes in contact with a Customer must PROVIDE OUTSTANDING CUSTOMER SERVICE AND COMMUNICATE EFFECTIVELY.

# FIVE DELIGHTING SKILLS

- **ALIGNING:** Show you care and understand
- **BRIDGE:** State what you will do
- **CLARIFY AND CHECK:**
  - Uncover needs and facts
  - Check for understanding and acceptance
- **DELIGHT:** Provide GEMS
- **EXPLAIN:** Clearly state WHAT and WHY

# ALIGNING TO GREET WARMLY

- C Care and Concern
  - A Appreciation
  - R Respect
  - E Empathy
- ALIGN WARMLY AND PROFESSIONALLY
  - BEGIN WITH AN OPEN-ENDED QUESTION

# CLARIFYING AND CHECKING

- BRIDGE TO YOUR QUESTION
- CLARIFY ALL THE FACTS
- CHECK YOUR UNDERSTANDING

# **LISTEN - USE THE 3 EARS**

- Listen to what the customer is saying
- Listen to what the customer is NOT saying
- Listen to what the customer WOULD LIKE TO SAY, BUT CANNOT PUT INTO WORDS.

# DELIGHTING

- Take ownership of the customer's needs
- Give GEMS: Extra Information, suggestions, choices, actions.
- Manage expectations: UNDERPROMISE AND OVER-DELIVER

- Providing GEMS
- **Going the Extra Mile with a Smile.**
- **Customers are paying for their experiences when they buy, use and need help with our products and services.**
- Everyone affects customer experiences

# EXPLAINING

- **Bridge your actions**
- Explain simply the **WHAT** and the **WHY**
- **Check understanding/acceptance**



# The Three Customer Needs

- Task Need
- Need to be respected
- Need to be treated as **Special** and **Unique**

# **APOLOGETIC “I CAN” RESPONSE**

- Begin with empathy or apology
- Bridge to “I can” options

# **NEGOTIATED “ I Can “ response**

- Align with Customer need
- Explain your needs and why
- Bridge to “ I Can” options

# **RESOLVING COMPLAINTS & NEGOTIATING DIFFERENCES**

- Apologise
- Make an empathy statement
- Bridge to questions or actions

# RESOLVING COMPLAINTS

- Align with PATIENCE and EMPATHY
- Bridge to QUESTIONS and ACTIONS
- Clarify and Check Concerns
- DELIGHT WITH OPTIONS AND GEMS

# DEPARTING WARMLY

- Clarify the other needs
- Explain any commitments
- State your delight and availability to help

- **MAKE YOUR PERSONAL  
COMMITMENT  
TO GO  
THE EXTRA MILE  
IN  
DELIGHTING CUSTOMERS**

**THANK  
YOU!!!**