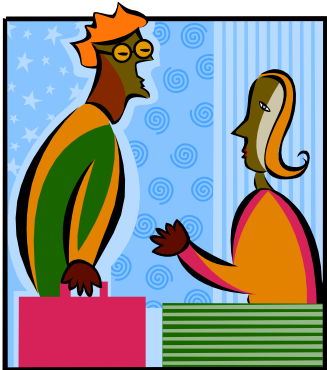
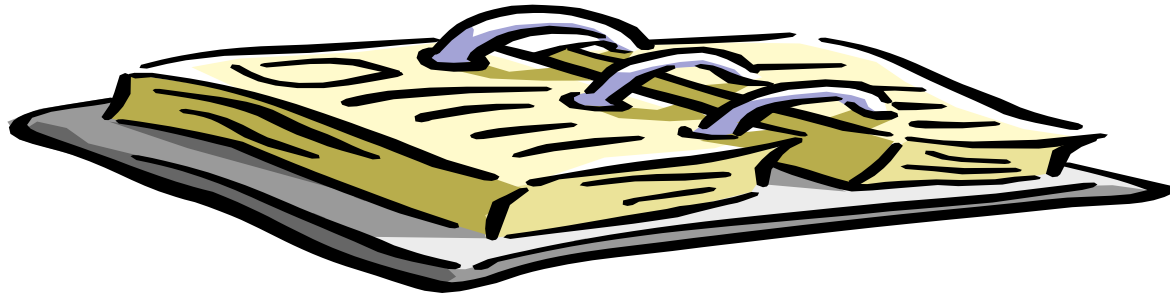


LaGuardia Community College Department of Human Resources

CUSTOMER SERVICE COMMUNICATION SKILLS INTERPERSONAL SKILLS E-MAIL & TELEPHONE TECHNIQUES



This Workshop Provides Strategies to:



- Deliver quality service with a caring attitude to students, faculty and staff.
- Successful Communication Skills
- Interpersonal Skills and Valuing diversity.
- Essential telephone & e-mail etiquette.



GROUND RULES FOR EFFECTIVE MEETINGS

- P** * Participate fully & be responsible for your own learning.
- R** * Respect one another by listening fully, and resisting interruptions and side conversations.
- O** * Open and honest communication: Share in a manner that fully represents your view.
- C** * Confidentiality: Safeguard the self-disclosures and personal experience of others
- E** * Experiment by trying new behaviors to enhance or improve your interaction with others.
- S** * Seek to understand the views of others.
- S** * Sensitivity: Care for the feelings of others. Attack issues - not people.



Getting to know one another better

- Find someone in the room that you don't know too well. Exchange the following information:
- Name & one "little known fact" about you
- Number of years at LaGuardia CC
- Share one positive or one negative customer service/interpersonal (conflict) experience that you had in your personal or professional life. How did you feel?



Why Companies Lose Customers?

- Customer Dies – 1%
- Customer Moves away – 3%
- Customer Influenced by friends – 5%
- Customer lured away by competition – 9%
- Customer dissatisfied with product – 14%

Best Practices in Customer Service, American Management Association, HRD Press,
Amherst



Why Companies Lose Customers? (Cont'd)

However, **68%** of the time that organizations lose customers, it is because of poor service - a rude or indifferent attitude.

Best Practices in Customer Service, American Management Association, HRD
Press, Amherst



Some numbers to think about:

- 96% of dissatisfied customers don't complain
- 63-91% of dissatisfied non-complainers will not return.
- Dissatisfied people will tell 9 to 10 others about their negative experience.
- Some will tell 20 or more.

LaGuardia's Two Main Customers

○ STUDENTS



○ FACULTY AND STAFF





What Do Our Customers Want?

Customers are looking to the college to offer them:

- High Academic Standards
- Professional services and adequate facilities
- Friendly, approachable staff, both academic and administrative



What Do Our Customers Dislike?

Customers find the following aspects of college life annoying and obstructive:

- Being given the run around by complex and confusing administrative processes
- Piece-meal, incomplete, unclear or conflicting advice or information
- Failure to deliver on promises.

Communication Skills



Half our problems originate because we don't communicate. The other half it's sad but true, may come about because we do

- Piet Hein

Components of Communication

- Verbal - language & words
- Vocal - what you hear
- Visual - what you see



Verbal Communication (Content)

- Who are my listeners?
- What aspect of my topic is most important for my listeners?
- How should I organize my message to interest my listeners?





Vocal Communication (Tone)

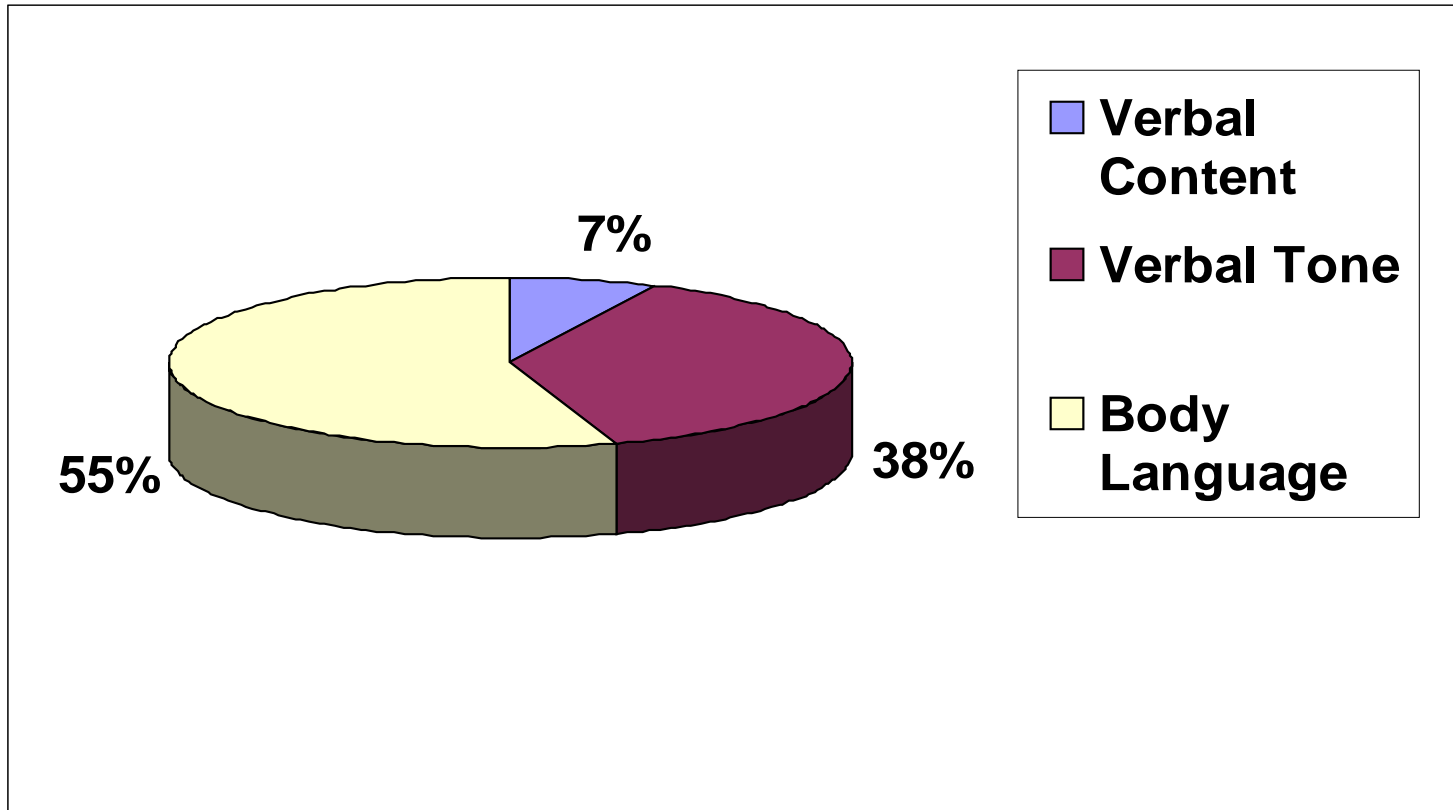
- Speed of Voice average speed of voice 125-150 words per minute depending upon the area of origin
- Inflection - Emphasis placed on certain words when you are speaking
- Tone of Voice - not what you say but how you say it. Tone reveals (often incorrectly) how you feel - bored, sarcastic, frustrated, insincere, etc

Visual Communication (Body Language)

- Eye Contact
- Facial Expression
- Body Language
- Personal Requirements & Room Geography - dress, office space, etc



Components of Communication





Security





Positive Communication

Use words or actions that show courtesy and respect to others.

- Genuine (real, without pretense)
- Specific (definite, precise)
- Timely (immediate feedback)



Barriers to Positive Communications

- Fear and Lack of confidence
- Embarrassment/inadequate knowledge
- Annoyance with customers
- Irritation with ourselves
- Being rushed/stressed
- Lack of practice



Create Rapport, Build Trust & Establish Credibility

- Examine your own conduct: body language and voice tone
- Build Rapport: ask questions & listen, be prompt and efficient, provide explanations
- Establish credibility: smile, lean forward in conversation, eye-contact, nod



Negative Communication: using words or actions that disrespect and demean others

- Zero: Absence of any communication
- Plastic: out of habit, insincere
- Hostile: aggressive, threatening
- Crooked: Positive communication followed by Negative remark



Students and Work

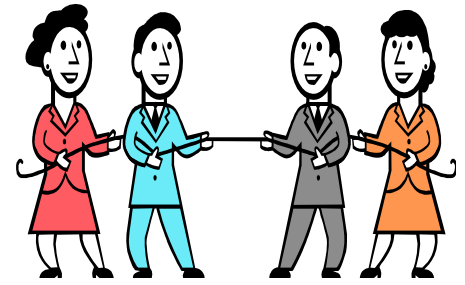




Negative Communication

- ✓ Rudeness
- ✓ Ignoring
- ✓ Lack of Helpfulness
- ✓ Making Assumptions
- ✓ Scowling
- ✓ Sighing
- ✓ Eye-Rolling
- ✓ Stereotyping

Conflict in the Workplace & Interpersonal Skills

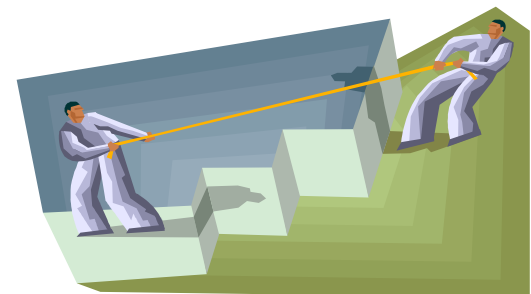


*"Communication works for those
who work at it" – John Powell*



Why Does Conflict Occur?

- Different Goals
- Individual Agendas & plans
- Different Viewpoints
- Cultural or Life Experience
- Need for Power
- Need to be center of attention





How do you react to Conflict?

- Avoider
- Peacemaker
- Crusader
- Fighter
- Parent
- Martyr



Diffusing & Resolving Conflict

- ❖ Do not judge the other person
- ❖ Remain neutral – let go of preconceived notions
- ❖ Focus on the message (facts), not personalities
- ❖ Deal with present behavior
- ❖ Use positive body language
- ❖ Use “I” Messages
- ❖ Choose words carefully
- ❖ Avoid questions designed to attack
- ❖ Utilize the power of silence and delayed response
- ❖ Don’t be afraid to say, “You might be right”
- ❖ Avoid interpreting other’s motives
- ❖ Do not YELL!



10 Vital Interpersonal Skills

1. Ability to Work with People
2. Possess Social Poise, Self-Assurance & Confidence
3. Consideration for Others; Tolerant & Patient
4. Exhibit Self-Control; Be tactful
5. Able to Make Decisions



10 Vital Interpersonal Skills (Continued)

6. Maintain High Standards of professionalism
7. Honest & Objective
8. Organize Time & Priorities
9. Be Persuasive & Create Enthusiasm
10. Have a High Concern for Communication



Assertive vs. Aggressive Communication

- Use “I” statements
- Keep responses short
- Slow down verbally
- Monitor your tone of voice
- Watch nonverbal messages
- Listen & maintain eye contact
- Remain focused and keep a check on your emotions



Expectations of Quality:

Golden Rule ...

- Treat others as you want to be treated.

Platinum Rule...

- Treat others the way they want to be treated.



Doing More Than The Minimum

- Doing more than the minimum promotes job satisfaction, pride, and advancement.
- Each of us has the ability and the responsibility to find ways to improve what we do and the way we do it.



Book Store





Library



HANDLING COMPLAINTS

- Complaints give us the opportunity to find out if something is wrong, and a chance to fix the problem.





Six Steps in Handling the Angry Customer:

- LISTEN carefully and with interest
- Put yourself in the customer's place (empathize)
- Ask questions in a caring, concerned manner and listen carefully to answers
- Suggest one or more alternatives to answer their concerns
- Apologize without blaming even if you personally aren't to blame
- Solve the problem or find someone who can solve it.



Four Tactics to Avoid

- Don't directly challenge the person even if the individual is wrong
- Don't let the conversation wander off the specific problem
- Don't participate in fault finding. It doesn't help to shift the blame
- Don't let your personal feeling get in the way. Remain professional and courteous.



Supervisor's Role in Customer Service

- Communicate & consistently reinforce the acceptable standards of behavior.
- Listen and observe.
- Provide regular feedback.
- Lead by Example.

Valuing Diversity



Differences among people or peoples reflected in a variety of forms, including but not limited to race, culture, perspective, talent, interest, ability, gender, sexual orientation, age, religion, language and socio-economic status.



What is Diversity?

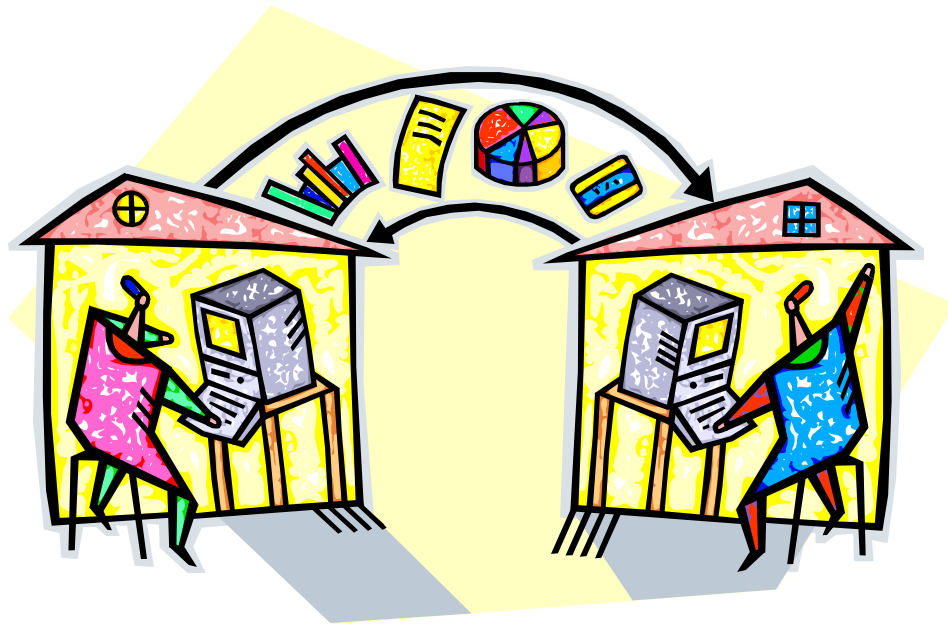
- Race
- Gender
- Culture
- Age
- National Origin
- Physical Ability
- Religion
- Sexual Orientation
- Regional Origin
- Thinking Style
- Function
- Employee Status



VALUING DIVERSITY

- Recognize and appreciate that individuals are different
- Encourage sensitivity to and open discussion of different values, perspectives, and ways of doing things
- Explore how differences might be tapped as assets in the workplace
- Foster acceptance of individual differences and enhance work relations between people who are different

Telephone & E-Mail Etiquette



Telephone Techniques



- Clearly identify yourself, and the department and/or institution the caller has reached.
- Listening to the caller is absolutely vital. Listen without interrupting. Don't make assumptions.
- When taking a message, clearly repeat information to show that you have accurate information. Also, note the date, time and caller's name & number.



Telephone Techniques - Continued

- When transferring a call, give the caller the name and the extension of the party to whom the call is being transferred, just in case the parties get disconnected.
- Telephones must be answered promptly. It is recommended that it should be answered on the first or second ring.

How does my Voice Sound?

- Sleepy or bored?
- Harsh or abrupt?
- Angry or frustrated?
- Rushed or uncaring?
- Distant or uninterested?



Combat the negative by making a conscious effort to smile and project a confident, ready-to-help attitude.



E-Mail

Communication Techniques

- Read the entire message and all attachments.
- Pay attention to all parts of the message (don't focus on one issue when three need attention).
- Pay attention to the others copied on the mail. Copy your response as appropriate.





Email Communication Techniques (Continued)

- Be concise and to the point.
- Use proper spelling (use spell check), grammar, and punctuation.
- Do not write in CAPITALS.
- Avoid using URGENT and IMPORTANT.
- Do not discuss confidential information over email.
- Finally, READ the email before you press the SEND button.



R.E.S.P.E.C.T.

- **R**ecognize the inherent worth of all human beings
- **E**liminate derogatory words and phrases from your vocabulary
- **S**peak with people – not at them...or about them
- **P**ractise empathy – walk in their shoes
- **E**arn the respect of your co-workers through your actions
- **C**onsider feelings of others before you speak and act
- **T**reat everyone with dignity and courtesy



Some thoughts to leave you with:

"Customer Service is not a department, it's an attitude!" Unknown

"To my customer: I may not have the answer, but I'll find it. I may not have the time, but I'll make it." Unknown

"If we don't take care of our customers, someone else will." Unknown



Questions?

Thank you.