



Customer Service One Pager – Desk Guide

Principles of quality customer service:

1. Customers are the **focus** of our business. Customers are **unique** like you and me.
2. We must know **who** our customers are and **what** they need.
 - a. We work with job seekers who are looking for work for the first time.
 - b. We work with people who are working. They have a job, now they want a career.
 - c. We help job seekers who are changing careers.
 - d. We have job seekers who are looking to advance their careers.
3. Appear friendly and showing you care.
4. Not everyone we work with will want what we have to offer.
5. Be respectful and courteous to customers.
6. Use positive communication skills both when we are on the phone and when we are meeting customers face-to-face.
7. When you are working with one person and another person approaches you for assistance, let them know that you will be right them in just a bit. This acknowledgement of the approaching person is applicable to phone assistance, as well.
8. Go the extra mile.
9. Do not make promises or commitments unless you can keep them.
10. Constantly look for ways to improve.

Dealing with Difficult Customers

1. **Step One:** recognize when customers are being challenging. Some individuals are **aggressively** expressive, others are **passive** in their expressions.
2. **Step Two:** recognize your own emotions and accept that you are a human being who will want to react defensively.
3. **Step Three:** remain calm. You need to be the voice of reason. Remember, do not take the **bait**.
4. **Step Four:** requires you to find out why customers are angry, sad or frustrated. Step four requires active listening.
5. **Step Five:** once you have gained the customer's confidence, you are in a better position to resolve the issue. Work with the customer to create a solution.