

BYU

IDAHO



“You get out of it what you put into it.”

What do you want to gain from this presentation?

Customer Service



“If you’re not completely satisfied, your money will be cheerfully refunded as soon as we can find someone around here who’s cheerful.”

**Customer
Service
Department**



**“No, I’m not angry at you, sir.
I’m angry at the random act of fate
that directed your call to my extension.”**

Doctrine, Principle, Application

“True doctrine, understood, changes attitudes and behavior. The study of the doctrines of the gospel will improve behavior quicker than a study of behavior will improve behavior.”

- *Boyd K. Packer*

- **Principle** – Eternal statement of truth that requires or involves action
- **Application** – What you do to act on the doctrines and principles

What We Will Cover

- Telephone Etiquette
- Customer Service
- Get Certified Training

Telephone Etiquette Tips

- Answer the phone by the 2nd ring
- Speak with a smile
- Ask the callers name and use it throughout the phone call
- Make sure you understand the callers question or request
- If you need to place someone on hold ask their permission
- Don't keep them on hold for more than 1 minute before checking in with them again
- If you will be leaving your office put phone on voicemail
- It's okay to say, "I don't know."
- Use Resources - [Telephone Etiquette](#)

Telephone Etiquette Principles

- Attitude
- Professionalism

“We can't direct the wind, but we can adjust the sails. For maximum happiness, peace, and contentment, may we choose a positive attitude.”

-President Thomas S. Monson

- Customer Service is an Attitude.
 - Attitude – a way of thinking or feeling that is typically reflected in a person’s behavior.
- Where is a good place/when is a good time to begin developing our customer service attitude?

Attitude Tips

- Decide that you want to improve your attitude
- Hold yourself accountable to someone for that attitude change
- Try try try

What will you do to improve your customer service attitude?

“It's not what happens to you that determines how far you will go in life; it is how you handle what happens to you.”

-Zig Ziglar

“When I was a child, I spake as a child, I understood as a child, I thought as a child: but when I became a man, I put away childish things.”

-1 Corinthians 13:11

“Professionalism has to do with the value of the service that’s delivered.”

–Dale Atkins, TEDxYouth@EHS

“Becoming Professional is not an event, it takes learning.”

–Dale Atkins, TEDxYouth@EHS

Professional Language

- Use good grammar and speak clearly
- Avoid slang
- Courteous

Professional Behavior

- Cell phones
- Homework on the clock
- Sensitive information
- Don't joke about people who have come in or called into the office
- Do all you can to solve an individual's needs
- Do what you can to make sure they leave your place of work happier than when they came in

What did you learn about professionalism?

What do you want to improve?

What will you do to change?

How will it help you become more professional?

“Professionalism means consistency of quality.”

-Frank Tyger

You get out of it what you put into it.

Customer Service Tips

- Listen first
- Explain policies or procedures clearly and politely
- Take thorough notes containing needed information
- Be conscientious of customers comfort, time, and needs
- The customer is always right.
- Smile

How you view a customer

“A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it.”

-Mahatma Gandhi

Customer Service Principles

- Communication
- Courtesy
- Working with Difficult Customers

“Let no corrupt communication proceed out of your mouth, but that which is good to the use of edifying, that it may minister grace unto the hearers. ”

-Ephesians 4:29

- Listen first
- Repeat customer's question/concern back to them
- Take notes (when needed)

Communication occurs between two or more parties. They send messages, receive messages, and interpret messages between one another.

Communication **Environment** is the experience and circumstance that each communicator brings to the table.

What can you do better to communicate clearly with customers who enter your office?

“The basic building block of good communications is the feeling that every human being is unique and of value.”

-Author Unknown

Courtesy and Kindness



"I've seen the error of my ways and I've decided to start being more respectful to my coworkers. Hey, bozo, I'm talking to you!"

“Therefore all things whatsoever ye would that men should do to you, do ye even so to them.”

-Matthew 7:12

Courtesy and Kindness Tips

- Address the person who enters the workplace quickly
- Leave personal conversations to assist customer
- If a person must wait, offer them a chair (where possible)
- If customer is in the wrong place offer to bring them to the correct office

Courtesy and Kindness

Communication is more clear when done with kindness.

How would you treat President Gilbert if he came into your workplace?

Do you treat everyone that way? Why not?

What is something you can change to be more courteous and kind to those who come to your workplace?

“Constant kindness can accomplish much. As the sun makes ice melt, kindness causes misunderstanding, mistrust, and hostility to evaporate.”

-Albert Schweitzer

Attitude, Professionalism, Communication, and Courtesy help you deal with difficult customers.

- Gandhi Quote
- Consistent Delivery
- Ephesians 4:29
- President Gilbert


“The BYU-Idaho Customer Service Certification Program is designed to increase the quality of customer service across campus.”

- Takes about 10 hours to complete
- Follow the BYU-Idaho Learning Model
 - Prepare
 - Teach one another
 - Ponder and Prove

Get Certified: Customer Service Training

BYU-Idaho Customer Service Training Course

INSTRUCTIONS

 Remember to invite the Spirit to help you learn.

Following the BYU-Idaho Learning Model:

- **Prepare:** Study the corresponding material included on the [Customer Service Training](#) webpage for each principle listed below. Spend at least 30 minutes thoroughly studying each principle.
- **Teach One Another:** Teach each principle to an individual or group. This should take 10-15 minutes per principle, but may go longer if required by an individual's supervisor; e.g. in a training meeting.
- **Ponder and Prove:** Reflect on each principle (ask yourself, "what does this principle have to do with customer service and what do I need to do better") and set an improvement goal. Share this goal with your supervisor. Then, complete the improvement goal.

Initial and date the corresponding column on the spreadsheet found below when each section is complete. Email a copy of the completed form to training@byui.edu to receive a certificate of completion. (You may also send a hard-copy of the completed form through campus mail to Human Resources, 226 Kimball, zip +1670.)

Get Certified!

Basic Principles of Customer Service	Prepare	Teach One Another	Ponder and Prove
Accountability			
Attitude			
Communication			
Courtesy and Kindness			
Exceeding Expectations (Going the "Extra Mile")			
Proactivity (Act vs. Being Acted Upon)			
Professionalism			
Working with Difficult Customers			
Telephone Etiquette			
Email Etiquette			

Helpful Hints:

- Even if you do not complete the entire certification course, you can still study any of these principles and work to improve your customer service skills.
- If you are not currently employed on campus, you may still complete the certification course. In the place of a supervisor, work with an appropriate mentor of your choice.

Employee/Student Name (Please Print)

Department (If Applicable)

Employee Signature

Date

Supervisor Signature

Date

BYU-Idaho Human Resources • 226 Kimball Building • Rexburg, Idaho 83460-1670 • (208) 496-1700