

Real-World Customer Service

*Life Skills in the People
Business*



TRC
services™

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Influencing Customers' Opinions

1. Some of the most common forms of advertising

- _____
- _____
- _____
- _____

2. Now, which of those forms of advertising do you think is the most powerful, and why?

Oh, the Stories They Tell ...

“Jim Dandy to the rescue ...”

“Can I get y'all a cup of coffee?”

1. That first one is a _____ story
2. The second one is a _____ story

Three Questions for You to Consider

1. Is it possible that you'll ever have to deal with customers who communicate and/or behave in ways that you don't particularly like (people who behave rudely toward you)?
2. Can you be polite, courteous and professional anyway?
3. *Will you?*

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What We Know About Dealing with People

1. **There is nothing you can say or do that will always “work”**
 - “Make” angry people happy
 - “Make” unpleasant people pleasant
 - “Make” people talk/behave the way you want
 - “Make” people understand & agree with what you’re saying

2. **There ARE things you can say & do that are the right things to say & do for people who need you to do the right things, *regardless of how they’re acting & talking***
 - Understand their questions & problems
 - Provide them with accurate information
 - Be polite, courteous & professional

3. **Dealing effectively with people is a two-dimensional process**
 - **Mechanical dimension**
 - The external choices we make
 - Behavioral responses to the people we encounter
 - Things we say & do, when & how we say & do those things
 - The mechanics are obviously important

 - **Mental dimension**
 - The internal choices we make
 - Our mental/emotional responses to the people we encounter
 - The often unconscious—but powerful—choices that ultimately determine the effectiveness of our behavioral responses
 - Especially important for people in the “people business”
 - ✓ The people who customers contact with their problems
 - ✓ The people who have opportunities to influence the types of stories they tell

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THE FIRST REQUIREMENT FOR PROVIDING QUALITY SERVICE

***More Emotional Accountability & Less Professional
Victimhood***

What we know about dealing with people

1. In the real world, setbacks are inevitable; *they won't all behave as you'd like*
2. Their behavior is a choice they've made
3. Your behavior is caused by choices you make about them & their behavior, based on the perspective you're using: "Professional Victimhood" or "Emotional Accountability"

Professional Victimhood Accountability

My feelings are the emotional
emotional
consequences of what happens
out there (their behavior).
their behavior

Establish "rules" for what must
prefer to
or must not happen out there
out there
(heavy emotional attachment)
attachment)

"Rules" will be broken
Setbacks are inevitable

Emotional

Beliefs

My feelings are the
consequences of the mental
choices I make about

Choices Based on Beliefs

Define the things I
happen or not happen
(less emotional

In the Real World

Preferences will not all be met
Setbacks are inevitable

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Choices Made About Setbacks

Blame, Wallow, Quit

Get Over it!

Wait, Wish, Hope

Get On With It!

EMOTIONAL ACCOUNTABILITY

Acknowledged ownership of the choices we make

And of the consequences those choices produce

ALL the choices & ALL the consequences

EMOTIONAL ACCOUNTABILITY

Not a characteristic or trait to be developed

A truth to be acknowledged

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Some Thoughts about Accountability & Customer Service

1. Providing world-class customer service is really quite simple

- The concepts & principles are not complicated
- Most of us learned all of them when we were kids
 - You should be _____
 - You should be _____
 - You should be _____

2. For most people, providing world-class customer service is quite difficult

- Doing so requires us to make accountable choices
- Making accountable choices requires more self-discipline than most people are willing to develop & use

3. Providing world-class customer service is more a question of “will you?” than “can you?”

- Providing such service is NOT something only a few people can do
- Providing such service is something only a few people are *willing to do*

4. Providing world-class customer service is a choice only you can—and do—make

- Let’s stop pretending that our feelings and our behavior are caused by how other people speak and behave
- Let’s acknowledge the truth about our feelings and our behavior: *They are choices only we can—and do—make*

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Making Better Choices When Dealing with Unhappy People

- 1. Why are some customers rude to you?**
 - Because they're upset
 - Because something or some things aren't going well for them
- 2. Why are they upset with you or your company?**
 - Because of something your company has done or not done
 - They think that your company hasn't met their expectations
- 3. Could there be other things going on in their lives that they are also upset about?**
- 4. When you know (or even suspect) that bad things have happened to people, isn't it easier for you to be polite and courteous, even when they're being rude?**
- 5. So Instead of Getting Angry at customers Who are Being Rude, *Pretend That Something Bad has Happened in Their Lives***
 - Most people use their willpower to try to control their anger – it doesn't work
 - Others use their imaginations to avoid creating anger in the first place—and it works!

**Most of the things you make up won't be true,
*so you'll be wrong***

**But if thinking about things
that could be causing customers to be rude
makes it easier for you
to provide world-class customer service,
*who cares whether you're right or wrong?***

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6. EXAMPLE: Jim's "Tailgater Strategy"

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A Customer Service Exercise

- 1. Identify a type of negative communication or behavior that you encounter when dealing with customers** (*something that you have a difficult time dealing with*)

- 2. Next, identify something—anything—that might have happened to those customers that could be contributing to the way they're communicating or behaving** (*use your imagination, consciously & positively!*)

- 3. On your 3X5 card write—in big letters—that explanation for their communication or behavior, e.g., “Death in family”**

- 4. Place that 3X5 card in a place where you can see it when talking with upset customers**

It's a reminder that you're making mental choices that will either help or hurt you in your efforts to be polite, courteous & professional.

It's a tool you can use to make better choices.

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How Customer Service & Life Skills Improve

In the Real World

1. Progressively

- Your mental habits (mental choices you make about others' behavior) weren't developed overnight
- Changing those habits (acknowledging and improving the mental choices you make) will also take some time

2. Little bit of theory; LOTS OF EFFORT

- You can pretend to be committed to making better choices
- *You can't pretend to make those choices*

3. Some success & some failure

- Some "good" experiences with customers; some really "bad" ones
- In the real world, _____ *are inevitable*

Success & failure will characterize your efforts
to provide world-class customer service.
Your commitment to doing so is best measured
by your responses to your failures

4. From the inside out

- The "bad" experiences you have do matter
- The choices you make about those experiences *matter more!*

The Rule

You choose the quality of your days

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Application

To have exceptional days,
*Stop looking for exceptions to **The Rule.***