

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 20

4. Выполните анализ и реферирование текста «Key customer service skills» (15 баллов)

Creating business in a service brand requires both great customer service and selling skills. Improving customer experience, focusing on core skills are universal for any business. Based on the data from analyzing phone calls from dozens of national franchised brands, the top three customer service and selling skills have been compiled. These build the winning approach for multi-unit franchisees of foodservice brands to drive a faster runway to success.

1. Smile. Having a smile on your face is the foundation for delivering great customer service whether that's in person or on a phone call. You might not realize how important it is when the interaction is on a phone, but studies have shown that callers can hear the smile come through. When you smile, your tone actually becomes more positive and friendly. You can try this for yourself by smiling and saying something really negative aloud to yourself. You'll probably notice that regardless of what you say, your tone is more upbeat and friendly when you say it with a smile.

2. Upselling. In the restaurant industry, there's always great opportunity to add to the experience – and add revenue to the check – from selling a combo meal to suggesting a new appetizer to bringing over the dessert menu. You don't think of this being as important when selling a home service, but sharing some relevant added services can add a lot of value for the customer as well as the business. Suggesting added services such as installation of a product, premium services, or upgraded materials are all ways of bringing more value – while also educating a customer on the options and advantages of the service itself.

3. Thank you. Ending the order or inquiry on a positive note leaves a lasting impression for the customer and reinforces their decision to choose your brand. Saying "Thank you" ends the interaction with an expression of gratitude for the caller supporting your business. Thanking the customer with specificity brings even more power to the interaction. For example, thanking them for trying out the service for the first time or saying that you appreciate the opportunity to provide them an estimate makes this even more authentic – and more memorable to the customer.