


8 Key Points Pertaining To Client Service



Point #1

Clients don't talk to
“the company”.



They talk to you!



Consider This:

**To clients you
are the
company.**

Are you ready to be a
spokesperson for the
company?



Point #2

**Great service
starts with a
good attitude.**

Your attitude is our
business ... actually
it is every one's
business because
when you turn clients
away we all suffer!





What Is The Right Attitude?

- Being proactive and responsive
- Being sensitive and perceptive
- Being involved, concerned, and alert
- Being a contributor and a giver
- Being positive, upbeat, and constructive
- Being helpful and obliging
- Being polite and courteous

Point #3

**There is only one
judge of great
service:
The client.**

Remember:

We rate ourselves against
internal targets every week.
By those measures, most of
us think we do a great job.
But think again --- because
what we think doesn't matter!



Key Question

- Do we ask clients how they rate our service (besides the online survey)?
- If not, how do we know what they think?



Point #4

There is no “right way” to talk to clients. Every client is different. Every problem is different. Thus, every conversation is different.





Special Treatment Of Our Clients

- ❑ Talk slow
- ❑ Always talk in a calm voice, even if the prospect/client is yelling at you
- ❑ Ask --- don't tell clients what is needed
- ❑ Make clients feel at ease, invited, welcomed
- ❑ Be very patient; take the time to educate
- ❑ Be careful of the words you are using --- there are some words that decrease stress, while others increase fear and anxiety



The Power Of Words

Good Words

- ☐ Reduction, reduced
- ☐ Elimination, eliminated
- ☐ Approved, accepted
- ☐ Done
- ☐ Completed
- ☐ Yes, OK
- ☐ Acknowledge
- ☐ Result(s)
- ☐ Solution, answer

Bad Words

- ☐ Lawsuit
- ☐ Lawyers, Courts
- ☐ Police
- ☐ Disapproved, rejected
- ☐ Cancelled
- ☐ No
- ☐ Re-file, resubmit
- ☐ Unacceptable
- ☐ Problem; Don't know



What Prevents Prospects From Calling Us

- ☐ Hoping that the problem will cure itself or go away
- ☐ Fear of being lectured by us
- ☐ Afraid that there is no cure for their problem
- ☐ Embarrassment
- ☐ Afraid of us not being sensitive to their problem
- ☐ Being labeled as deadbeats or worse
- ☐ Unsure of what we do --- afraid that we may take their money and not deliver what we promised

Point #5

**Clients don't want
to be thought of
as clients.**

They want to be thought
of as people --- people
needing “love”,
attention, sympathy,
empathy, and special
care!



Point #6

**Our Industry
requires
additional care of
clients.
You must always
remember the
situation that our
clients are in.**



Point #7

**Be mentally
prepared to handle
the bad calls!**

There are always going to be disgruntled clients no matter what. Know what calls to escalate.





Client Call Escalation Criteria

- ❑ Client demands escalation or else
- ❑ Client is out of control and refuses to listen --- don't hang up on clients
- ❑ Client has brought up a very good point or critical info that management needs to know right away
- ❑ CSR does not know the answer to the question that was posed by the client



How Does One Prepare To Handle Bad Calls?

- ❑ Understanding that the attack is not personal even if it sounds that way
- ❑ Getting mentally tough knowing when to allow a customer to either blow-off some steam and continue, or escalate. The worse thing one can do is get angry and talk back in an ugly way. When the client is done yelling tell her/him in a calm way what the next step(s) may be
- ❑ Performing roll-playing exercises in classroom or with colleagues (outside the office)

Point #8

Don't just talk to clients --- talk to us (the management team)! You are the voice of the client inside the company.

Did a client say something to you that all of us need to hear? Did you pass that message along?





Current Problems Plaguing Other Companies re: Client Service

- ❑ Company leaders are very distant from customers
- ❑ Policy-driven processes and training
- ❑ CSRs are scared about their job security (lawsuits, reprimands, warnings, or firings)
- ❑ CSRs care more about self, than clients
- ❑ Training seen as “necessary evil”, not as means to personal and professional improvement



Current Problems Plaguing Other Companies re: Client Service

- ❑ Responses are canned, not personalized
- ❑ CSRs treat prospects as “callers with problems”, not as clients
- ❑ Attitude is “This is just another customer”
- ❑ CSRs are not properly prepared
- ❑ Clients feel that the CSR is cold and aloof --- just a data collector that will pass the data on to someone else



What Else Are We Missing or Need to Do?

- ◆ Establish a remediation/refund policy?





972-672-6657



For an in-house presentation
to thrill and motivate your
team or organization.

We will customize our
courses to fit your needs.