

GLOSSARY

Customer Service Foundations (2018)

With Jeff Toister

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
“10 and 5 Rule”	A technique used to greet customers—give a non-verbal acknowledgment at 10 feet and a verbal acknowledgment at 5 feet
active listening	Giving a person your full attention and purposefully trying to understand them
attitude anchor	Something that helps you anchor your attitude in a positive place
emotional need	How the customer wants to feel about their experience
empathy	The ability to understand how a customer is feeling and use that insight to find ways to make them feel better
“Five Question” technique	A technique that helps start a conversation by using five questions that will break the ice, make a customer feel more comfortable, or uncover an additional opportunity to serve
non-verbal communication	Ways that you communicate with people without using words, such as body language, eye contact, and facial expressions
outstanding customer service	Service that exceeds your customer’s expectations
preemptive acknowledgment	A technique used to prevent customer anger by spotting situations where a customer is likely to become angry and addressing the negative emotions before they peak
rational need	The specific assistance a customer requests