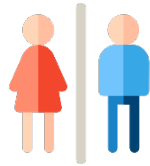# Customer Service for Frontline Staff

Course Code: CS-01

Housekeeping

Respect

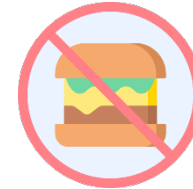Rest Room

Mobile

Activities

Food

Cleaning

Smoking

Assembly Point

Emergency Exit

Course Agenda

Time	Topic
08:30 - 08:45am	Welcome and Brief Introduction
08:45 - 09:00am	• Housekeeping • Course Objectives & Agenda
09:00 - 09:30am	Module 1 • Customer Service Definition
09:30 - 10:30am	Module 2 • Honolulu Rail Transit Project Vision • Internal and External Customers • Cultural Differences
10:30 - 10:45am	Coffee break
10:45 - 12:00pm	Module 3 • Customer Service Expectations • Measuring Customer Service • Moments of Truth
12:00 - 1:00pm	Lunch
1:00 - 3:00pm	Module 4 • Difficult Customers • Conflicts and Complaints • Roleplay
3:00 - 3:15pm	Q&A
3:15 - 3:30pm	End of Training / Day 1

CS-01 Customer Service for Frontline Staff

Course Objectives

At the end of the course, you will be able to:

- State your definition of customer service.

- Be familiar with Honolulu Metro customer service strategy.

- Recognize passengers' expectations.

- Assist in building a strong customer service culture.

- Interact with customers.

- Manage conflicts.

- Identify professional qualities in customer service.

- Provide excellent moments of truth.

Introduction

- ◎ Quick self introduction
  - ➢ Name
  - ➢ Something about you
  - ➢ Roles & Responsibilities
  - ➢ Work experience

Module 1

Customer Service Definition

What is Customer Service?

What does customer service mean to you?

?

As a passenger, what would you expect from frontline metro staff?

Many Definitions

Customer Service is taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met

How you take care of your customer needs and help them solve their problems

Ensure the customer or client is satisfied with the product or service provided, and with the sales, delivery, installation, and other components of the purchasing process

The support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy and enjoyable experience

Happy Customer
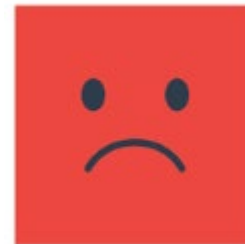
The short version is making sure the customer is happy

A Tale of 2 Wendy's

Class Discussion

Have you experienced or delivered exceptionally good/bad customer service?

What made it memorably good or bad?

Module 2

Honolulu Rail Transit Project Vision

Internal and External Customers

Cultural Differences

Customer Service Vision

Honolulu Rail Transit Project Vision

Vision: *'Inspiring Journeys'*

"This vision is supported by the operating objectives in achieving a safe, reliable, clean and efficient metro system which provides "Inspiring Journeys"

Purpose of Customer Service

- ◎ Meeting the customers' wants and needs

- ◎ Providing service to customers before, during, and after a purchase

- ◎ Goal is to not only meet customers' needs, but to exceed their expectation

Customer Service Culture

- Formed by staff attitude, experience, beliefs and values of an organization

- Customer Service is a core value of Honolulu Metro

- Both internal and external customer service are important

- In order to work it must be:
  - Believed by you
  - Delivered through your service

Inspiring Journeys

- Provide comfortable and reliable travel

- Clean and efficient system

- Make sure passenger is safe everywhere on the network

Customer Types

External Customer

- Someone who paid for our service/ products
- "A person who buys from a company" (Oxford Dictionary)

Internal Customer

- Person/group one has to provide service to within an organization
- Usually the staff serving external customers become internal customer of the support or back office staff

Third Party

- Individuals or groups who are outside the organization but involved in the service delivery

What customer type do these roles fall into?

- Passengers
- Operations Staff
- Yard Staff
- Police
- Ambulance
- OCC Staff

Discussion

Please discuss among your group members regarding the following:

- ◎ What does it mean to be an internal or external customer?

- ◎ Which one is more important?

Feedback Loop

Internal Customer Service

- Improved Communication
- Company Cohesiveness
- Improved Productivity
- Satisfied Employees
- Improved Profits

Better Service →

← **Repeat Customers**

External Customer Service

- Satisfied Customers
- Feel Secure
- Happy

Cultural Differences

The best-intentioned frontline staff can still create a poor impression with customers from a different part of the world due to cultural differences of which they're not aware

Cross-Cultural Tips

- ◎ Treat customers as individuals rather than part of a group

- ◎ Always be polite, no matter the age or culture

- ◎ Speak clearly using simple language
  - ➢ Short bits of information
  - ➢ Confirm the customer understands
  - ➢ Try rephrasing in other ways if they do not understand

- ◎ Avoid humor, slang, and hand gestures

Gender Neutral Language

- Misgendering can be hurtful and offensive

- Avoid using gendered terms: Sir, Ma'am, Miss, Mister, etc.

- "They" replaces He / She

- Address customer by name

- Treat customers with courtesy
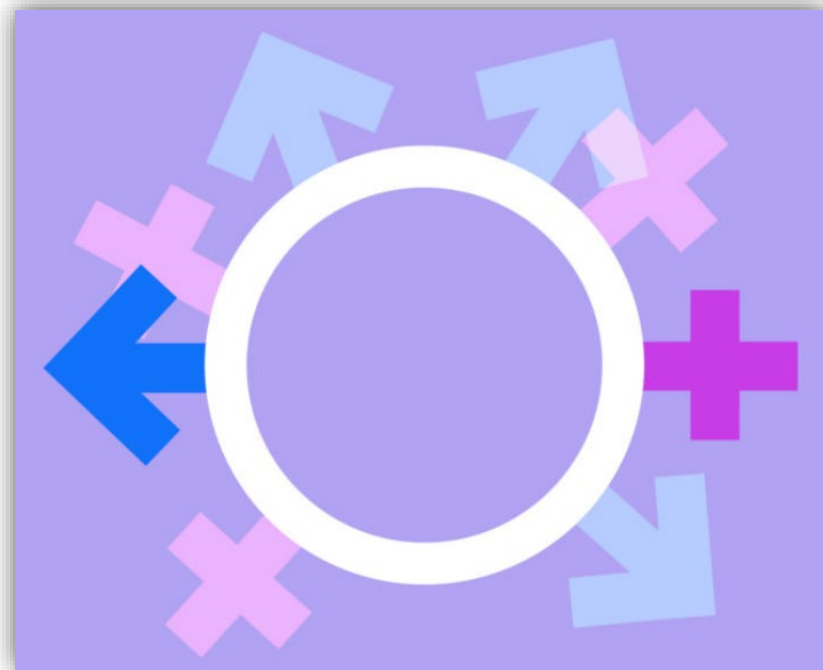
Coffee Break

Module 3

Customer Service Expectations
Measuring Customer Service
Moments of Truth

Staff Expectations

Passengers expect Customer Service staff to be:

◎ Clean and professional

◎ Cooperative and helpful

◎ Able to provide accurate information

◎ Knowledgeable about the subject

◎ Able to explain clearly

◎ Friendly and polite

◎ Responsive and ready to help at anytime

◎ Readily identifiable and proactive

◎ Able to understand the needs of customers

◎ Smiling

CS-01 Customer Service for Frontline Staff

Politeness

Saying:

- Hello
- Good afternoon
- Thank you very much
- Have a great day

Service to Customers

HITACHI
Inspire the Next

Solve every case as fast as possible

If you can't solve a particular problem right away, give a fast response to the initial question with a promise of a solution

Make the experience as enjoyable and professional as possible

Service to Customers Cont'd

HITACHI
Inspire the Next

Approach every customer equipped with tools and methods that will allow you to diffuse the situation and find a solution

Agents working in customer service should be masters of social interaction, they should think quick on their feet and they should be able to magic a solution

Leave an impression after delivering world-class service

First Impressions

◎ A positive first impression is an important start to building a relationship with your customers

◎ The initial impression can set the tone for the entire customer experience

◎ Do everything you can to create a welcoming and pleasant experience

FIRST IMPRESSIONS COUNT IN CUSTOMER SERVICE

Customer Service - Do's

- Listen to your customer actively

- Greet your customer

- Be positive

- Be responsive

- Know your role well

- Do your best to help the customer

- Think from your customer's perspective

Customer Service – Don'ts

- Argue with your customers
- Overcomplicate things
- Appears impatient
- Be irresponsive
- Treat customers as transactions
- Be ignorant of your own role

Measuring Customer Service

Why measure performance?

- Better manage staff performance
- See customer satisfaction
- Find unresolved issues
- Management reports

What are the common Methods of auditing / validating the customer service performance of the company and the staff?

Customer Service Metrics

Mystery Shopper Survey (MSS)

Customer Satisfaction Score

Indirect Feedback

Customer Satisfaction Score

Key Performance Indicator (KPI)

Direct Feedback

Moments of Truth

Importance:

- A good moment of truth will retain the loyalty of the customer
- A bad moment of truth will damage the reputation of the company and the product; may even lose the customer

Examples:

- Entering a station
- Buying a ticket/card
- Conversation with staff
- Riding the train
- An email reply from Honolulu Metro
- A response to the customer's question

Moments of Misery

- These are complaints, problems, negative experiences, friction; anything less than a positive interaction.

- It's not a matter of if you will ever have a Moment of Misery but when. Even the best companies have them

- Great companies have trained employees and have a system on how to turn them around.

Moments of Mediocrity

◎ Another word for mediocrity is average. Not good or not bad. Just okay. Just satisfactory.

◎ Satisfactory is not good enough to create loyalty

◎ If you ask your friend how dinner was at a restaurant and the response is, "It was okay," you will not desire to go there

Moments of Magic

- ◎ An above average experience – beyond satisfactory

- ◎ The key is to consistently be above average all of the time

- ◎ You don't have to deliver an over-the-top or above-and-beyond experience
  - ➢ Not an impossible task!

- ◎ Deliver a positive experience that the customer will remember

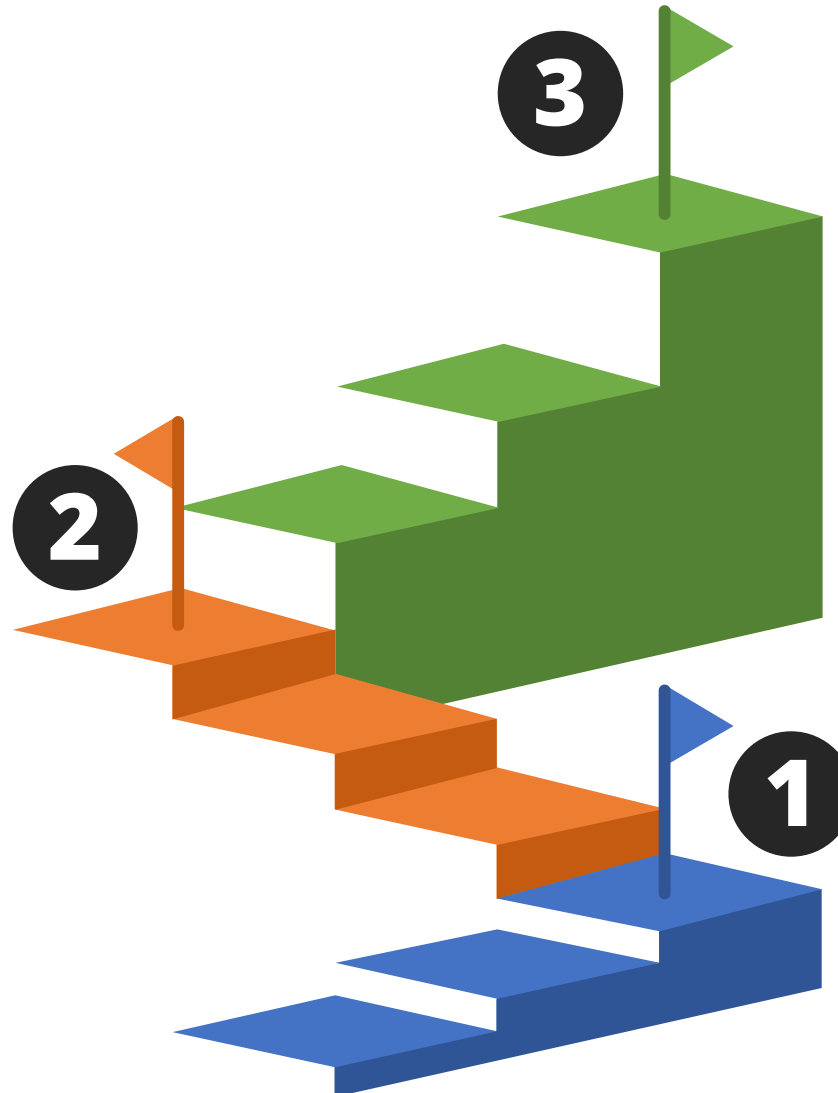**HAPPY CUSTOMERS ARE LOYAL CUSTOMERS**

Lunch Break

Module 4

Professional Qualities
Difficult Customers
Conflicts and Complaints
Roleplay

Professional Qualities in Customer Service

- **Fast Service** 1
- **Correct Answers** 2
- **Expert Advice** 3
- **Alternative Solutions** 4
- **Problem Solving** 5
- **Consistent Service** 6

GOT process

3

Thank

"Thank you, have a safe journey"
"Thank you, have a nice day"

Offer Assistance

"How may I help you?"

2

1

Greet

"Good morning"
"Good afternoon"
"Good evening"

Dealing with Difficult Customers

- ◎ Prioritize customer service

- ◎ Be patient

- ◎ Control yourself
  - ➢ Don't get frustrated
  - ➢ Don't yell
  - ➢ Stay polite

- ◎ Listen to the customer

- ◎ Try to understand their point of view

- ◎ Explain clearly and try to be helpful

Group Discussion

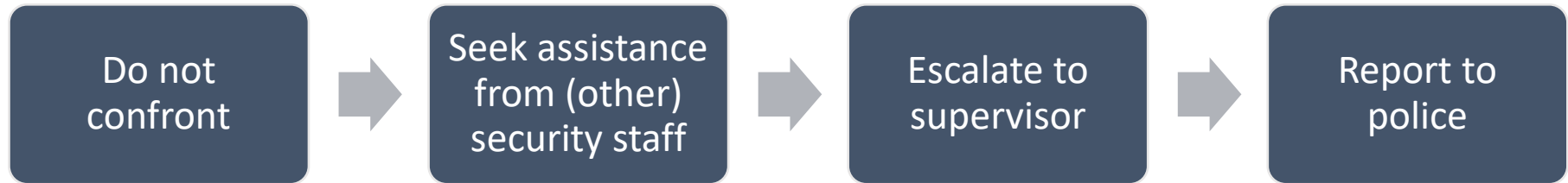Who are the most difficult customer you've encountered based on your previous experienced?

How was it resolved?

Could you have done anything better in that situation?

Handling Difficult Customer

If the situation gets out of hand or you do not feel safe:

| Do not confront | → | Seek assistance from (other) security staff | → | Escalate to supervisor | → | Report to police |

Common Railway Complaints

Wrong information about direction or landmarks	**Incorrect ticket sold**	**Rude staff**
Dirty premises	**Slow service / queueing**	**Poor knowledge of staff**
Late train services	**Unwanted station ambience**	**Slow / weak recovery measures**

Handling Conflicts and Complaints

Stay calm → Listen well → Acknowledge the problem → Get the facts → Offer a solution

Stay Calm

- Keep in mind that the issue is not personal

- Customer is not attacking you directly but rather the situation at hand

- Stay in control of emotions

- Be professional and keep your cool

Controlling Emotions

Stay calm under stress

- Self confidence
- Discuss and share experience with colleagues
- Think positive
- Maintain a healthy body
- Take a deep breath and refocus
- Think of some pleasant occasions
- Any other methods that are effective to you

Listen Well

- Let the irate customer blow off steam

- Respond to show you are listening
  - "I see"
  - "Tell me more"

- Do not interrupt

- Customer will begin to calm down
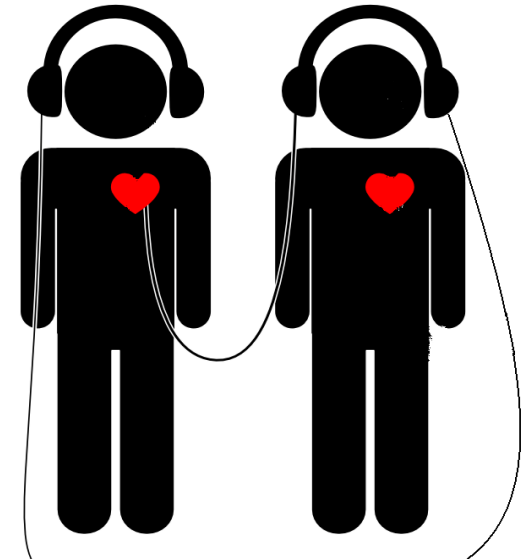
Acknowledge

- Let the customer know you hear what they are saying

- If a mistake was made, admit it

- Show empathy
  - "I can see how that would be incredibly frustrating for you."
  - You don't have to agree but do respect their view.
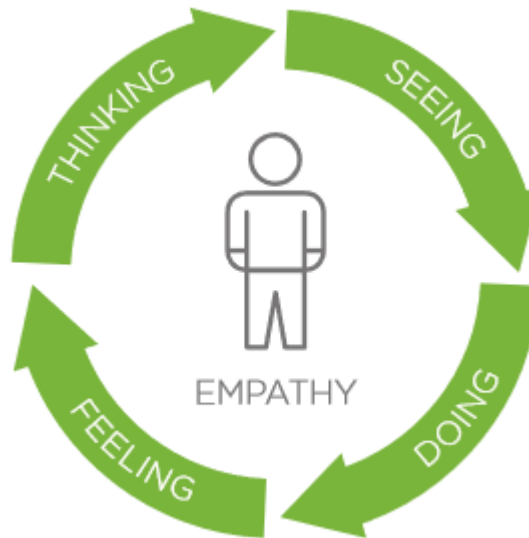
Get Facts

- Wait until customer calms down or finishes venting

- Begin asking questions

- Start a genuine conversation

- Build a trusting relationship

- Get as many details as possible

GET THE FACTS
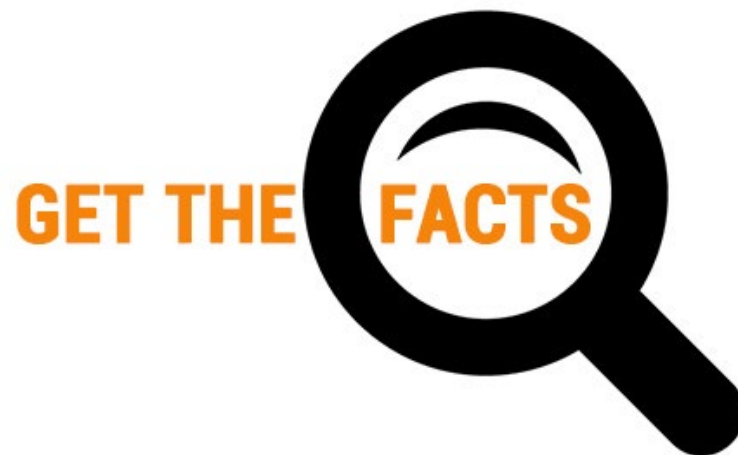
Offer Solution

◎ Be courteous and respectful

◎ Know what you can and cannot do for customer

◎ Don't make false promises

◎ Take charge of the situation

◎ Let customer know how you will solve the problem

Customer Service Role Play

- ◎ Please work in group to role play the different roles in the below given scenarios
  - ➢ Customer
  - ➢ Staff

- ◎ Scenarios:
  - ➢ A passenger informs you they left luggage back at the platform
  - ➢ A customer is having difficulty purchasing a ticket
  - ➢ Station staff informs you of litter on the platform
  - ➢ A passenger has lost her purse and is very distraught
  - ➢ A passenger informed you that she lost her child
  - ➢ A passenger complaints that the washroom is not clean

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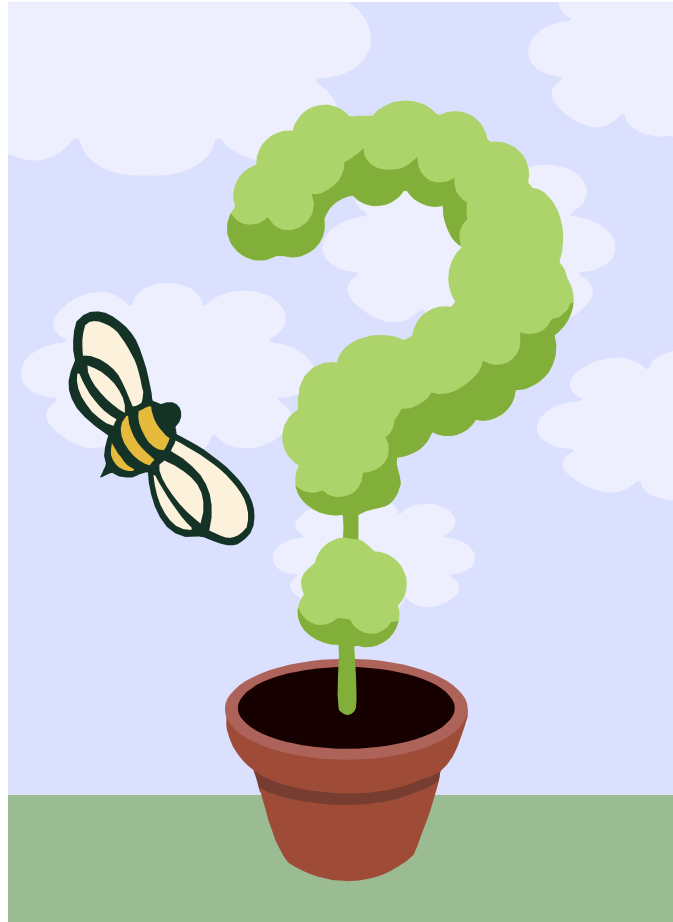
Evaluation

Please fill out the evaluation form on the LMS to give your feedback on the content and delivery to help improve where necessary

Thank You