# QUALITY CUSTOMER SERVICE

## Philippine Trade Training Center

## 2015

**TITLE/COURSE PROGRAM:** QUALITY CUSTOMER SERVICE

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**DIVISION/SECTION:** TOOL & DIE -SALES & DESIGN SECTION

**VENUE:** PHILIPPINE TRADE TRAINING CENTER

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1. Introduction

Quality Customer Service is very important to everyone especially when you are dealing with others. In our daily life, we encounter many people; different attitudes, different cultures and different perceptions. But, this training is not all about how to deal with people, how to communicate to others and how to serve our customers. Quality Customer Service are all about how to deal with people with a good intention, how to communicate to others with respect and how to serve our customers with a good heart and willingness to serve them no matter what.

The objectives of Quality Customer Service are to enhance the skills of trainees about giving good customer service to our customers, and to gain more knowledge in giving effective and efficient communication in different ways; verbal, non-verbal and sign language. Also, in this seminar I learned that in just 3seconds of eye-to-eye contact you may know the personality of the person who you are talking.

The scope of this training is to how to deal with other people in different ways; (1) in terms of *verbal communication*, how to talk to others with respect and knowledgeable, in terms of eye-to-eye contact, proper position of your body, feet and hand while you are talking, (2) in terms of *non-verbal communication* or through telephone/cellphone, how to talk to others with proper tone of voice, avoid monotone voice or no-leveling of voice, and lastly (3) *sign language*, how to communicate to others saying “for a while or just a minute”, “please sign all with check marks” while you have a telephone call, so on and so forth. In addition to sign language, you must know how to talk with disability persons and make it easy to understand.

The training start on 9 o’clock in the morning, durations of break time are 15 minutes break in the morning, 1 hour break in lunch and 15 minutes break in the afternoon. Quality Customer Service seminar is having discussions followed by question and answer or sometimes having an activity based on the topic.

1. Discussions

The importance/benefits that can be derived from the training are to have strong personality and gained more knowledge how to give a good customer service to our customers/clients no matter what. Giving the best customer service to our customers is not all about us; it’s all about the employees and the company itself. We are the ambassador of our company.

Let me tell you some topics discussed in my previous training and its relevance to my job.

* **There are 7 Essentials to Excellent Customer Service**

1. **Be aware of three things every customer wants; (1) to be heard, (2) to be understood, and (3) to be cared for.**

*To be heard*and*to be understood,* most of our customers wants to express their feelings, especially when it comes to our product, price and delivery lead time, most of them asking why delivery date is sometimes delay and also asking for discount, as a sales staff I need to understand their needs/wants, *to be cared for* our customers, we need to provide what there are requesting for, and also the possible reasons why the delivery date was sometimes delay.

1. **S.E.C. (Smile, Empathize eye contact, Comment)**

*Smile,* this is one of the best greeting that we may use in our daily life. Smile gives us positive in life when you wake up in the morning, when you arrived in your office area and when you are dealing with people always put a smile and your day become easy. *Empathize eye contact,* when you are talking to someone always look for their eye, this is one sign of sincerity that you are ready to listen and looking to the eye, you can see how it feels of a person you are talking. *Comment,* after listening to our customers, this time we may express our comments or solutions in said problems.

1. **Listen to Customers**

Learn to listen actively to customers when they are speaking. Pay specific attention to the details as to why customers call. Don’t interrupt them, even in verbal or non-verbal. Just listen first, and after our customer done, and then speak based on the customer’s need to know.

1. **Empathize with your Customers**

Implementing empathy training and helping customer service teams mitigate dissatisfied customer anger helps retain consumers, creating win situation. We may practice our empathy to our customers, simply by apologize to the customers and relate that you understand why they are upset. Express a sincere desire to help, by saying "Let me see what I can do” is simple way to let the customer know you will do what you can to resolve the issue. Be polite at all times even when customer isn’t. Keep your tone pleasant, don’t interrupt them when they are speaking, it is a sign that you are ready to listen first.

1. **Create Solutions for your Clients Issues**

Creating solutions for our customers’ issues is one of the hardest things that we may encounter and we need to study. We need to know the responsible persons that can help to solve the issues. For example, in delivery date, as a sales staff, my basis for giving delivery date to customers was the quotation made by our manager and I will put at least 2 days allowance to avoid any delay of delivery. But, we cannot control some delays of delivery due to material issue, machine issue and man power issues. In line with that, we need to tell to our customers our reasons in good ways and easy to understand.

1. **Clarify the Situations with the Clients-100% Satisfied**

When dealing to customers, make sure that you’ve given your best and good customer service in different ways; such as avoiding monotone voice in verbal or non-verbal, saying killer words (e.g. calm down, can I be honest with you, I don’t know), proper pleasant greetings, keep smiling while you are talking, as their name and use the caller name, don’t speak too fast or garble, stay focus, no destructions, repeat information back to make sure it’s correct and if you need to hold, let the caller knows before placing on hold. These are some tips to be practice when we were talking to others. But, it doesn’t mean, if we were apply this in our daily life we give our best to our customers and it doesn’t mean that our customers 100% satisfied. To make sure that customers feel the satisfaction, we need to be more productive, we need to serve our customers with whole heart no matter what, we need to be more patient and most especially we need to exceed the expectations of customers.

1. **Follow-up with your Customers**

There are 3 ways to follow-up with our customers; (1) *by phone*; it is often used to communicate to others. Through phone calls, you can ask the customers more details about their concerns and you can express your ideas that you want to share. I learned a lot in the said training some effective words when handling telephone calls such (e.g. greeting with company name, let me check, just to verify, I will double check, just to confirm), (2) *by emails*; you can express your ideas you want to share to everyone, as a sales staff this is one of my reference conversation because emails does not lie in every details I want to confirm. Of course, through emails I can express my gratitude to our customers to thank them for supporting with us in our business, and also this is one way to follow-up the concerns of our customers if the telephone does not work, and lastly (3) *Drip campaign-email like coupons, events announcements*; as a sales staff, if there are holidays and emergency (non-working day) I do emails to our customers/suppliers that FDTP will be non-working day on the said date due to reasons, this is one way to avoid any loss of deliveries.

1. Summary/Conclusions & Recommendations

We must expect dissatisfied customers. We have choices about handling public expression for our customer service especially to our company. Consumers are 2 times more likely to share their bad experiences than they are to talk about positive experiences. If we were reached the expectations of our customers, it doesn’t mean that we share our best customer service. We must to exceed the expectations of every people we encounter, internal or external group. I recommend conducting training here in our company like Quality Customer Service especially to those employees who are dealing to external customers.

**Prepared by:** **Noted by:**

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