Customer Service

Attitudes for Service

SUMMARY
The foundation of creating a customer service culture is understanding expectations, going the extra mile, and being a customer advocate. Applying behaviors of helpfulness, genuine interest, and respect moves customers from hostile or ambivalent toward supportive and enthusiastic.

CONTEXT
It sounds simple, but successful organizations recognize that customer satisfaction stems from a series of interconnected causes and disciplines, and that customer loyalty drives profitability and growth. This complete experience is what can cause a customer to become a champion for an organization.

This module begins with taking 100% responsibility for yourself and the attitude you convey. Each time you come into contact with a customer, your attitude is showing. The challenge is to maintain a friendly, low pressure, and high service environment for your customers and keep yourself productive and service-oriented throughout your day.

At the completion of this module, participants will be able to:

- Assess Customer Service Attitudes to set goals for improvement
- Incorporate the Four Drivers of Customer Service to build customer relationships
- Apply Attitude Control Principles to manage their attitudes
- Use conversational language to keep the interaction low pressure

“You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself. That is something you have charge of.”
—Jim Rohn