

## CONNECTING WITH CUSTOMERS

### ***OVERVIEW***

Providing stellar service isn't just about business; it's also about people and the ability to connect with each customer at a human level. Not even the most timely, accurate, and thorough service will win customers' loyalty unless, in the process, customers feel recognized and valued as unique individuals. The ability of the service provider to communicate these feelings lies at the core of stellar service.

This module prepares service providers to know when and how to establish that all-important human connection with each customer, even in brief interactions. Participants learn how to build rapport with customers and to consider each service situation from the customer's point of view. They practice using positive, service-oriented language, projecting a positive attitude and willingness to help, and listening to show interest and respect for customers' unique needs. Participants are encouraged to tailor all these skills to their own style so that their customers will always receive authentic, individualized service.

### ***LEARNING OBJECTIVES***

Participants will be able to:

- Consider each service situation from the customer's point of view and respond on a human level.
- Project a positive attitude and willingness to help.
- Listen to customers in a way that shows interest and respect for their unique needs.
- Build a rapport by relating to customers in a genuine way.
- Gain the customer's confidence by using positive, service-oriented language.

### ***CONTENT SAMPLE***

Stand in the customer's shoes

Project your willingness to help

Attentively listen

Relate to the customer and the situation

Keep it positive

### ***AUDIENCE***

All employees, from the front line to the executive level.

### ***TYPICAL TIME INVESTMENT***

4 Hours