

SERVING A WORLD OF CUSTOMERS

OVERVIEW

In the world of stellar service, there's no room for a one-size-fits-all approach. Each customer is different and deserves to be treated with his or her unique differences clearly in mind. Four key spheres of difference that can affect a customer's service needs are physical ability, language ability, culturally dictated expectations, and familiarity with technology.

This module helps participants provide helpful, sensitive service to customers whatever their differences happen to be in these areas. Participants discuss the dangers of stereotyping customers and explore the opportunity to create loyalty by responding to each customer's individual needs. They learn to recognize the cues that may point to special customer needs, to ask respectful questions to clarify those needs, and to generate options and take action once the needs are identified. They also learn how to recover smoothly and quickly when their well-meaning efforts have unwelcome impact on the customer.

LEARNING OBJECTIVES

Participants will be able to:

- Explain the dangers of judging a customer based on assumptions about a group to which the customer may belong.
- Describe the benefits of improving service to customers who have needs related to physical ability, language, technology, or service expectations.
- Recognize cues that point to these customer needs.
- Ask respectful questions to clarify these customer needs.
- Generate options for meeting these customer needs.
- Take appropriate action to meet these customer needs.
- Recover smoothly and quickly when good intentions have an unwelcome effect on a customer.
- Plan the application of a process to build loyalty in customers with these needs.

CONTENT SAMPLE

Take notice

Ask respectful questions

Consider options

Take appropriate action

AUDIENCE

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

TYPICAL TIME INVESTMENT

4 Hours