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Customer Service Training Handbook

The Exercises

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Exercise 1: What is good customer service?

Facilitator's Guide

There is no better way to learn about good customer service practices than to recognize good practices and learn from them. This is the best way to start the dialogue about what good customer service really means.

First of all, ask your participants to identify a company that they feel renders superior service. It doesn't have to be a big brand name like Starbucks or Ritz Carlton (although it can be). It might be their local hairdresser or grocery store.

Then ask them to give three reasons why they chose that company. They will list words/phrases like friendly, remember my name, personal, customized service, always on time, happy, consistent etc.

Answers can be posted on a white board as you may want to reference them throughout the day.

You may want to point out that customer service means different things for different people. For some it will mean consistency, for others it will be all about friendliness and the willingness to adapt.

You could then focus on a few companies highlighted in the book (they may have already been mentioned by your group) such as Starbucks, Virgin or Walt Disney, (or get the latest list of Customer Service Champions from BusinessWeek) and then explain how they have become 'Customer Service Champs'.

Exercise 1: What is good customer service?

Identify a company that you feel renders superior service. Then give three reasons why you chose that company.

Company: _____

1.

2.

3.