

COMMUNICATION SKILLS

Adopting simple, concise and direct language

Effective language is:

- Concrete and specific, not vague and abstract
- Concise, not verbose
- Familiar, not obscure;
- Precise and clear, not inaccurate or ambiguous
- Constructive, not destructive; and appropriately



INCORPORATE ACTIVE LISTENING

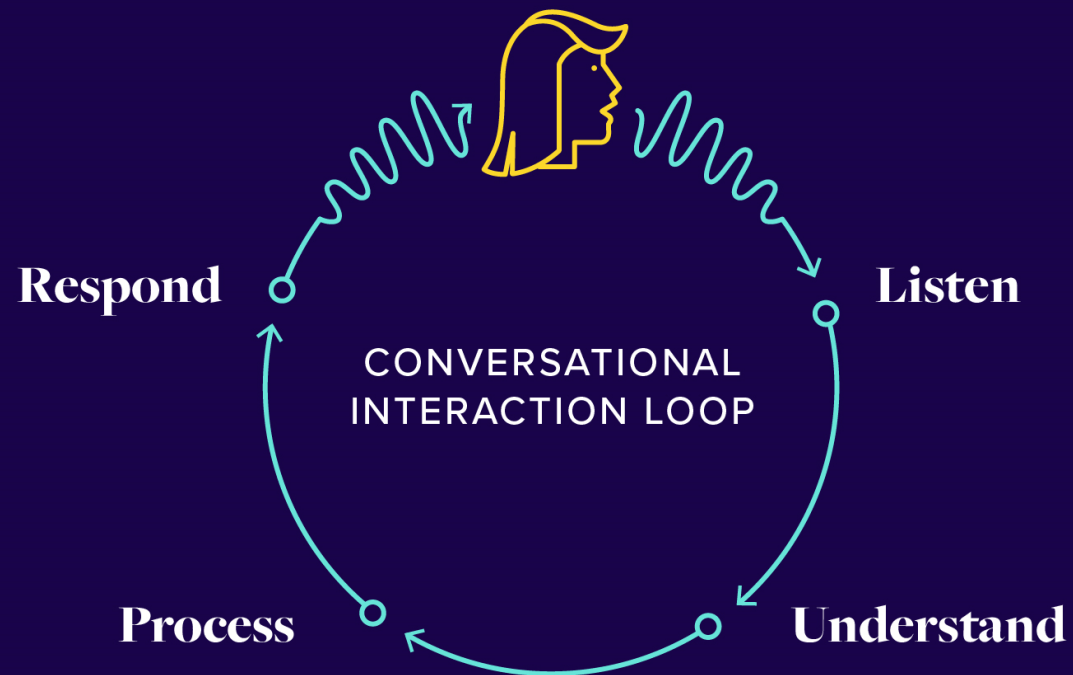
ACTIVE LISTENING

- Asking clarifying questions
 - Confirming the message
 - Demonstrating respect, empathy and sensitivity
 - Listening for the entire message
- Thoughts
 - Feelings
 - Needs



Listen to Understand vs listening to reply!

INCORPORATE ACTIVE LISTENING



CUSTOMER SERVICE EXCELLENCE

What's Important to you as a Customer?



What Irritates you as a Customer?

INTERNAL CUSTOMER SERVICE

Internal Customer Service - is the service we provide fellow employees and other departments within our own organizations, as well as our suppliers and anyone else with whom we work to get our jobs done



Expect Great Things To Happen

CUSTOMER SERVICE EXCELLENCE

Focus on Creating a Culture of Customer Centricity

It all starts with incorporating a customer centric culture throughout your organization. If you want to excel at customer service, make sure that everyone in your company gives priority to customers. **Customer First**

Never Take Customers for Granted

Never ignore a customer even if he/she does not seem like a potential buyer or takes a lot of time in analyzing products and making a buying decision.

Give Customers a Gesture that you are Happy to Serve Them

To deliver exemplary customer service you need to make your customers feel special and welcomed. Small gestures that express your eagerness and happiness to serve customers would make them feel contented with your service.

Always Go the Extra Mile in Anticipating Customers' Needs

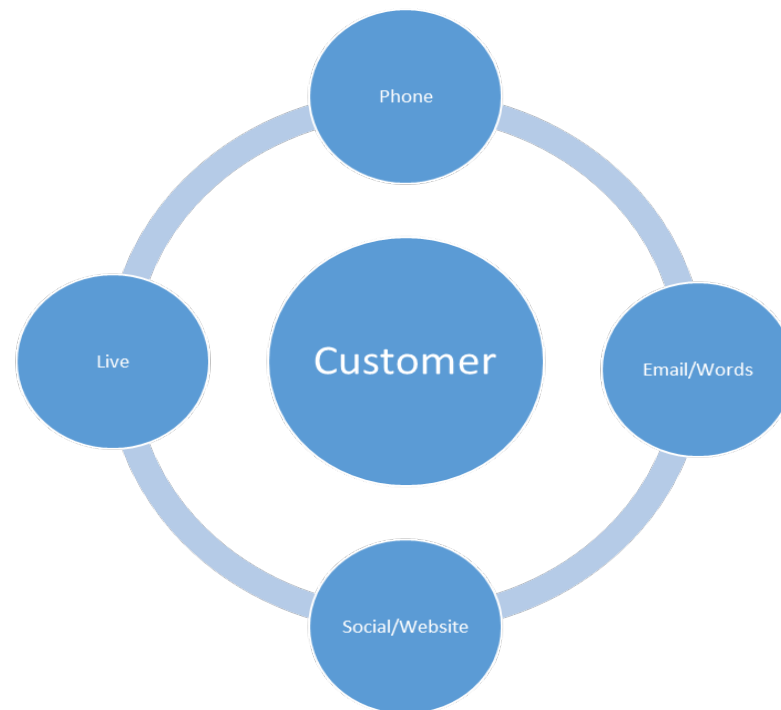
Another smart way of achieving **customer service** excellence is to learn about your customers' preferences and anticipating their needs. After you understand what customers like, personalize the experience to add the "WOW" element to your service.

Under Promise and Over deliver

CUSTOMER TOUCHPOINTS

Customers interact with a business through letters, telephone calls, emails, and in-person. Each time, they form an opinion about your company or department. There are steps you can take to ensure that those opinions are positive.

Customer Touchpoints – Are Touchpoints of customer contact with your business that define your customer experience.



Expect Great Things To Happen