Great Customer Service Student Ambassador training

What is good customer service?

Meeting/ Satisfying the customers' needs
Delivering a helpful service
Preparation
Attitude

Example: not just telling the customer where something is but taking them.

Tell and guide

Ask 'open' questions

Respond to questions with open answers not just a 'YES' or 'NO'

Go above and beyond

Customer satisfaction starts with first impressions

Developing report!

How to deliver/achieve good customer service

Listen to the customer and **respond** appropriately, **resolve** queries to the best of your ability, **thank the customer** for their time, **offer/invite a come back**

Make sure you are well informed

Why good customer service matters!

Refer to slide

The Customer World

Q&A
Leading on from empathy – think about who our customers are…
Internal/external – students, parents, grandparents.
What are they experiencing – confusion, uncertainty, worry, excitement etc.
You all know what it's like – how did you feel? Think about the questions you asked…
How can you best support the customer? Keeping up to date with application info, funding info, campus updates etc

Customer Service tips

Treat them like a somebody not just an anybody.
Be polite
Thank your customer like you mean it
Appearances do count
Do what you say you will, when you say you will.
Surprise the customer – provide an extra level of service.
When you've made a mistake admit it.
Listen
Ask 'open' questions
And SMILE

Dealing with complaints

Refer to the information on the web page