Customer Service: Effectively and Efficient

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Overview

- Customer Service
- Behavior Styles
- Listening Skills
- Potential Barriers
- 10 Fatal Mistakes
Customer Service

Customer Service

1.) What is customer service to you?

2.) What would your co-workers define customer services as?

3.) What would your supervisor define customer services as?
Kendall (1996) defined customer services as, “the relationship between the customer and a representative of the organization and is not limited to a single function or job type within the organization. The core of its definition is that customer service is defined by the person who receives it.”
Behavioral Styles

Four Behavioral Styles

Lucas (1996) defines them as, “observable tendencies that all people have in dealing with tasks or other people.”

- Decisive
- Inquisitive
- Rational
- Expressive
Decisive

Look for customers who move quickly, display a confident, possibly arrogant demeanor, seek immediate results or gratification of needs, are forceful in their approach, display symbols to demonstrate their own power, are solemn and use closed, nonverbal body cues, project a competitive nature, often have firm handshakes and strong, direct eye contact, and assert themselves. Listen for customers who ask specific, direct questions and give short, straight answers, and talk more than listen.
Inquisitive

Look for customers who are brief handshakes, often without a smile, diplomatic with others, wear more conservative clothing, although their accessories are matched well, and are impeccable in their grooming, but may differ in their choice of style from those around them. Listen for customers who ask specific, pertinent questions rather than making statements of their feelings, like to use formal titles and last names as opposed to first names, carry on lengthily conversation, especially when trying to get answer to questions, rely heavily on facts, times, dates, and practical information to make their point.
Rational

Look for customers who are very patient, wait or stand in one place for periods of time without complaining, although they may be irritated about their perceived breakdown in the system or lack of organization, exhibit friendly eye contact and facial expressions, dislike calling attention to themselves or a situation, avoid conflict and anger, often wear subdued colors with more informal, conservative, or conventional clothing styles, like to be on a first-name basis with others, and have intermittent eye contact with a brief, businesslike handshake. Listen for customers who are seek specific or complete explanations to questions, ask more questions rather than state their opinion, and listen and observe more than they talk.
Expressive

Look for customers who look for opportunities to socialize or talk to others, project a friendly, positive attitude, are enthusiastic, even animated when talking, using wide, free-flowing gestures, smile and use open body language, get close or touch when speaking to someone, wear bright, modern, or unusual clothes and jewelry because they get them noticed or fit their mood, and use direct contact and an enthusiastic, warm handshake. Listen for customers who share feelings and express opinions or ideas easily and readily, get distracted in conversations and start discussing other issues, prefer less formal use of names and like first-name communication and speak loudly and expressively with a wide range of inflection.
Behavioral Styles

Which style are you?

• Step 1: Read the following list of words/phrases and rate yourself by placing a number one (1) to five (5) to the left of each. A “5” means that the word is an accurate description of yourself, a “3” indicated a balanced agreement about the word’s application, while “1” means that the word doesn’t describe you.

• Step 2: Once you have rated each word/phrase, start with the first word and put the letter “D’ to the right of it. For the second word, place an “I” to its right, then for the third word an “R” and for the fourth word and “E.” Then start over with the fifth word and repeat the DIRE pattern until each word had a letter to its right.

• Step 3: Next, go down the list and count point values for all words that have a “D” besides them. Put the total at the bottom of the grid entitled “D.” Do the same for each subsequent letter.
<table>
<thead>
<tr>
<th>Behavioral Styles</th>
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<tbody>
<tr>
<td>Decisive</td>
<td></td>
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<tr>
<td>Logical</td>
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<tr>
<td>Relaxed</td>
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<tr>
<td>Talkative</td>
<td></td>
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<tr>
<td>Calculating</td>
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<tr>
<td>Nonaggressive (avoids conflict)</td>
<td></td>
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<tr>
<td>Consistent</td>
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<td>Fun-loving</td>
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<td>Competitive</td>
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<td>Quality-focused</td>
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<td>Loyal</td>
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<td>Enthusiastic</td>
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<td><strong>Total:</strong></td>
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<td><strong>D=</strong></td>
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<td><strong>I=</strong></td>
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<td><strong>R=</strong></td>
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<td><strong>E=</strong></td>
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</table>
Listening Skills

1.) Hearing
2.) Attending
3.) Comprehending
4.) Responding
Potential Barriers

1.) Biases
2.) Psychological Distractors
3.) Physical Condition
4.) Preoccupation
5.) Thought Speed
6.) Faculty Assumptions
Activity

The United States of America
10 Fatal Mistakes

Lior Arussy (2005) who is the founder and President of Stativity Group, wrote a book called Passionate and profitable: Why customer strategies fails and 10 steps to do them. This book is about making the choice the customer, making a choice beyond the superficial slogans and choosing an operational, actionable strategy. Arussy has come across many reasons for failure in her research. She calls them the Fatal Mistakes; they are considered fatal because companies fail to notice them and to understand how significant they are to customer success.
10 Fatal Mistakes

1.) Culture of the New: We live in a culture in which new admired and old is rejected.

2.) Lipstick on the Pig: It is common for companies to assume that their right tight and highly effectively operation can stay intact with no changes.

3.) Passion Loss: Without a passion of customers, no strategy will work.
10 Fatal Mistakes

4.) Real Cost of Cost Reduction: There is no such thing as a free cost reduction program: customers pay the price.

5.) Failure to Operationalize: Lack of operational plan means that strategy objectives are not fully disseminated in company policy or employee behavior.

6.) You Get What You Pay For
10 Fatal Mistakes

7.) Management of Change: Change does not happen by itself.
8.) Lack of Leadership
9.) Unstructured Relationship: Lack of structured relationships means confusion and inaction.
10.) Technology Shortcut
THANK YOU