CUSTOMER SERVICE at AEOA

AEOA’s mission

CUSTOMER SERVICE

CUSTOMER SERVICE

Why bother?

- We are here because people and their families choose our services.
- Good service ensures satisfied “customers”.
- Our jobs depend on providing the service mentioned in our mission statement.

Why is Customer Service so important?

- Customer Service is the most powerful tool for shaping perceptions of overall quality.
- 91% of dissatisfied customers will never return to an offending company and will tell at least nine other people about their bad experience.
- A satisfied customer tells five others about good service.

Do We Have CUSTOMERS?

Yes!

- Customers are people who have a need and believe we can help them.
- Internal Customers
- External Customers

Who are our Internal Customers?

Anyone who is part of AEOA!

- Co-workers
- Board Members
- Other departments
- Volunteers
- Branch offices, too
Who are our **External** Customers?
Everyone that is not part of AEOA that needs help
- Participants
- Visitors
- Community Partners
- Vendors
- When they are talking to you, they are YOUR customer.

Foundations of Good Customer Service
- Good Customer Service starts with a good attitude!

Attitude???
- Customers SEE and HEAR your attitude through your actions!
  - Attitudes create feelings
  - Feelings determine actions
  - Actions create **Results**

Your Good Attitude Shows!
*Blue Ribbon* Customer Service includes:
- Appearance
- Communication
- Telephone Etiquette
- Customer Needs
- Golden Rule

Appearance
- Hygiene
- Dress Code
- Name Tag
- Work Area
- Non-verbal Communication

*Appearance is 55% of the message... and you never get a second chance to make a first impression.*

Communication
- 55%......Body Language
- 38%......Tone of Voice
- 7%.......Actual Words
Communication

• The Three Steps of Service
  1. A warm and sincere greeting. Use the person’s name, if and when possible.
  2. Anticipate and comply with customer needs.
  3. Fond farewell. Give them a warm goodbye and use the name, whenever possible.
• Start using these the instant you make contact with a customer.

Communication

• Listening
  • Active Listening
  • Listen with your ears, eyes and body.
  • Paraphrase what you hear to the participant
  • Respond to the person’s emotion.
  • Summarize what you heard.

• Speaking
  • People have two ears and one mouth… so we should listen twice as much as we speak.

Telephone Etiquette

• Answer within 3 rings
• “AEOA, [Unit name], this is [your name]”
• Give the caller your full attention

Telephone Communication

93%......Tone of Voice
7%......Actual Words

Telephone Etiquette

• Speaking Techniques
  • Stay alert
  • Speak directly into the telephone
  • Smile
  • Adjust your volume
  • Listen to yourself

Telephone Etiquette

• Listening Techniques
  • Be ready to listen
  • Concentrate
  • Be enthusiastic
  • Listen for details and key words
  • Ask questions when necessary

Telephone Etiquette

• Using the Phone System
  • Ask before placing someone on hold
  • 45 second maximum on hold
  • Change your voice-mail message when you will be out of the office.
Dealing with Difficult Customers

- Stay calm
- Respond immediately
- Be a customer advocate
- Follow-up to make sure the person’s needs were met
- “Thank you for bringing this to our attention.”

Dealing with Special Customers

**Disabled**
- Visually Impaired
- Hearing Impaired
- Physically Impaired

**Special Needs**
- Other cultures
  - Non-English speaking
- Mental health concerns

Dealing with Special Customers

*General Guidelines*

- **ASK**
  - If you can help
  - How you can help
- Don’t stare
- Speak directly to the person, not to their aide, spouse or interpreter
- Put them at ease with friendly conversation

**Blind / Visually Impaired**

- “Would you like assistance completing the application?”
- Program info / handouts
  - Offer to read the info out loud
  - Offer to make enlarged copies
- Ask if they have any questions

**Deaf / Hard-of-Hearing**

- **American Sign Language**
  - ASL is a “foreign” language
  - Interpreters are available
- AEOA has a TTY machine. The user types messages using a keyboard.
- The Minnesota Relay Service (711) will act as a go-between for conversations involving a deaf person (with a TTY) and a hearing person (without one).
Physical Disability

- Use direct eye contact
- Sit down
- Ask before touching/moving the chair
- Ask if you can store the crutches (Be sure to retrieve them when through)

Cultural Diversity

- Awareness
  - Each culture is different
- Attention
- Ideas
- Treat as you would any client
  - Respect
  - Attention
  - Timeliness

Mental Health Concerns

- Talk openly
- Treat as you would any client
  - Respect
  - Attention
  - Timeliness
- Safety

Five Customer Needs

- To feel welcome
- To feel comfortable
- To feel understood
- To feel important
- To feel appreciated

Use The Golden Rule

- Treat each and every customer (internal and external) with the Golden Rule
- Treat them the way you would want to be treated!

Agency Ambassadors

- Represent AEOA with pride.
- Be an ambassador at work.
- Even while off-duty… You are a representative of AEOA wherever you go.
- Speak well of our services.