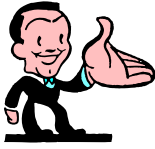


CUSTOMER SERVICE at AEOA



Why?

Who?

What?

How?

When?

CUSTOMER SERVICE

Why?

AEOA's mission

AEOA strengthens communities by providing opportunities to people experiencing social and economic challenges.



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!

Who?

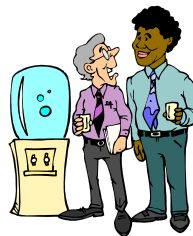
- Customers are people who have a need and believe we can help them.
- Internal Customers
- External Customers



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

What?

- 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:

How?



- 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

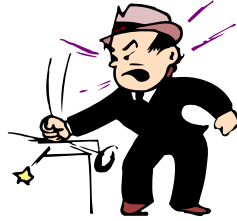
Using the Phone System

- 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



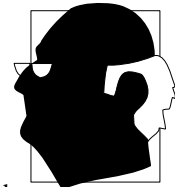
Dealing with Special Customers

* 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

- Ask: "How can we best communicate?"
 - ~ Paper & pencil
 - ~ Take turns typing using a computer with enlarged fonts
- Environment
 - ~ Watch background noise (radio, co-workers, copier, etc.)
 - ~ Lighting
- Written handouts



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



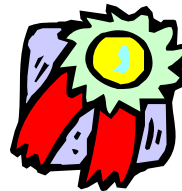
- Awareness
 - Each culture is different
- Attention
- Ideas
- Treat as you would any client
 - Respect
 - Attention
 - Timeliness

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

When?

- 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.