This course should take approximately 60 minutes.

Customer Service 101

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# Learning Objectives

By the end of this session, you should be able to:

* Demonstrate proper use of the problem resolution process and principles when handling client calls
* Employ customer service principles with a focus on active listening and making emotional connections
* Demonstrate effective problem resolution

# How to Use This Guide

As the instructor presents the material, use this Participant Guide to take notes, answer questions, and complete activities. Upon completion, you can use it as an ongoing resource.

To print this document:

1. Click **File > Print**.
2. Depending on the printer software, click **Print Properties > Advanced Print > Options**.
3. Select **Fit to paper** and select **Grayscale Printing**.

# What Experiences Do You Remember?

|  |  |
| --- | --- |
|  | Take a moment to reflect on your own experiences as a customer (either good or bad). What made them stand out? |
| Response |  |

# Why is Problem Resolution Important?

|  |  |
| --- | --- |
|  | Why is it important to resolve client concerns at first point of contact? |
| Response |  |

# Why is it Important to Actively Listen?

|  |  |
| --- | --- |
|  | Listen carefully to the story read aloud by the Facilitator. Using the following tables, write down notes as participants discuss their answers. For the story, please consider the following: 1. **Communication:** How did the way the story was read impact your ability to listen?
2. **Attention:** What did you hear while I read the story that may have taken your attention from the information given?
3. **Personal (Unconscious Biases):** Even when there are no communication or attention factors impacting our ability to actively listen, what may also cause a challenge to get all the details from the story?
 |

## Communication

| **Common Barrier/Challenge** | **Strategy to Overcome** |
| --- | --- |
| How did the way the story was read impact your ability to listen? |  |

## Attention

| **Common Barrier/Challenge** | **Strategy to Overcome** |
| --- | --- |
| What did you hear while I read the story that may have taken your attention from the information given? |  |

## Personal

| **Common Barrier/Challenge** | **Strategy to Overcome** |
| --- | --- |
| What may also cause a challenge to get all the details from the story? |  |

Call Listening

Please listen to the recording and answer the following questions:

|  |  |
| --- | --- |
| Question | Answers |
| How did the employee connect emotionally? |  |
| How did the employee demonstrate Active Listening? |  |
| What other behaviors did you identify? |  |

Summary

|  |  |
| --- | --- |
|  | What are your takeaways after this session? |
| Response |  |
|  | What is your customer service commitment as you continue your training journey? |
| Response |  |