



DAIRY BOX BIZTALK MANUALS

ALL ABOUT THE DBX CUSTOMER SERVICE

*Dairy*codemy

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The Dairy Box Biztalk Manuals corresponds with the Business Talks organized by the Philippine Carabao Center spearheaded by the Business Development and Commercialization Unit (BDCU)

WHAT IS CUSTOMER SERVICE?

Customer Service is the support you offer your customers—both before and after they buy and use your products or services—that helps them have an easy and enjoyable experience with you. Offering amazing customer service is important. Today's customer service goes far beyond the traditional telephone support agent. It is available via email, web, text message, and social media. Many companies also provide self-service support, so customers can find their own answers at any time day or night. Customer support is more than just providing answers; it's an important part of the promise your brand makes to its customers.

Customer Service is one of the most important factors in building a successful business. *Customers are at the heart of your business; they are your lifeblood.* They are the ones who give you their loyalty. Great customer support drives an amazing customer experience, especially when you support beyond just reacting to problems and toward anticipating customers' problems. This can create winning experiences that help you stand out from the competition. It's often said that it's cheaper to keep existing customers than to find new ones. Prioritizing customer service support helps you attract and retain loyal customers, and can have a big impact on your company's bottom line.



A Sales Associate helps customers choose between the company's array of goods and services, process payments, and maintain a high-level of customer service. Sales assistants are responsible for communicating with customers in order to ensure a transaction goes smoothly.

As a sales associate working in a retail environment and will be expected to help customers with all their shopping requirements. Sales associates work in an extremely fast-paced sector and you can expect every single working day to be completely different. Unlike those who work behind desks or sit in office meetings, you will be at the front line helping customers directly.

Here is a quick look at your job requirements as a sales associate:

- Advising & serving customers.
- Processing payments.
- Assisting customers in order to help them find what they need.
- Ensuring stock levels are well maintained.
- Promoting store cards or special offers.
- Providing customers with information on pricing and product availability.
- Arranging window displays.
- Handling customer complaints or handing customers on to management.
- You will be expected to have an outgoing personality and possess excellent knowledge of the company's products and services. It may also be necessary to have a good working knowledge of computer systems and other machines relevant to the role.

Two best practices for retail service

The importance of retail customer service skills cannot be understated. However, it's not always easy for retailers to provide the level of service they'd like. The changing landscape of consumer expectations and evolving technology make it difficult to stay relevant. Here are some retail customer service tips:

01 Listen First

Like with sales or marketing, it doesn't matter if it's a face to face interaction in a store, a conversation on the phone, or a live chat, nobody likes impersonal customer service. Listen to what the customer wants, not what you think they want, and help them accordingly.

02 Give customers what they're looking for up front

Many customers will prefer to help themselves before asking for it. Clearly display things on retail websites like return policies, shipping costs, payment options, bricks-and-mortar locations, sale details, and more.

HERE'S A FEW TIPS AND TRICKS!

TO FURTHER ELABORATE AND GIVE YOU IDEAS IN PERFORMING BETTER CUSTOMER SERVICE KNOW OUR SERVICES

Problem-Solving

The number one skill you need to excel in for good customer service is problem-solving. Every other part of the job is somehow related to problem-solving abilities. Ultimately, a customer service rep's job is to keep your clients happy. That often includes navigating through a complex set of issues and problems to find a sufficient solution.

Friendly Attitude

The ability to stay genuine and show clients that they really matter to your business can make a whole world of a difference in their customer experience. Interact with your customers in a nice, friendly, and professional manner in order to communicate from both parties involved.

Product or Service Knowledge

The best customer service representatives or sales associates have a deep knowledge and understanding of your products. Nothing is more frustrating for a customer than having an issue and ending up with someone who doesn't understand their problem.

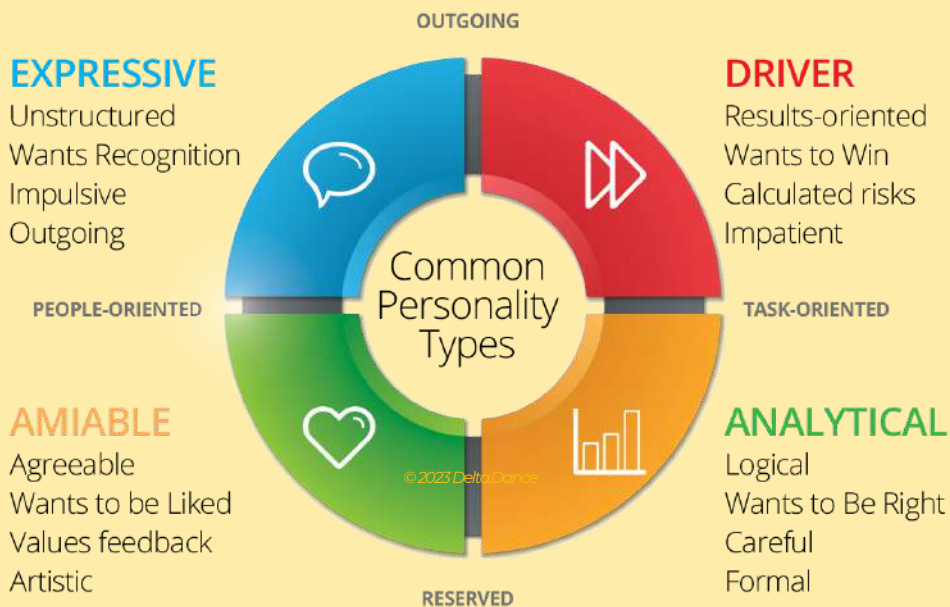
Clear Communication

One will have a hard time solving a customer's problem if they can't communicate the solution clearly. Effective correspondence means being able to put yourself in the client's shoes and using concise explanations to get to a solution as quickly as possible.

Empathy

Empathy is necessary to offer the right solution. Often when people complain they really just want their problem to be acknowledged and to see that you care. Being empathetic can ease frustrations and maintain your brand's reputation.

THE FOUR CUSTOMER PERSONALITY TYPES



Every person has a distinct personality type and buying decision behavior. An individual's decisions and actions can be influenced by cultural traditions, race, and social status. This is why sales professionals need to understand these key factors to map out a strategy that best fits them. While it's possible to cater to different sets of audiences, it's important to know not only their needs and preferences but also their buying behavior and expectations.



The Expressive

Unlike analytical and amiable customers, expressive individuals are fast decision makers. People with the expressive personality use most of their creative side to voice out their opinions on a particular topic. When presented with facts, they'd prefer to share their own perspective rather than ask for additional information. However, they know how to respect others as much as they want them to be respected. Similar to those with an amiable personality, they give importance to relationships. They value the welfare of the people who can be affected by their choices.

How to handle:

Tell stories that are relevant to the topic and to each concerned individual. You can also share your own experiences to help them better understand what's being discussed. Connect with them and establish a deeper level of relationship by tapping into their emotions. While facts and other data can help, expressive customers set their minds in making and fulfilling decisions that people will love.



The Amiable

Amiable customers are respectful, sociable, and trustworthy. They're good at listening to and forming relationships with others. Unlike analytical thinkers, amiable people care more about building rapport and establishing trust with other professionals. Their decision relies on how your enterprise values its interest in relationship-building.

How to handle:

Address their needs based on answers to increase your chances of closing more sales. Make yourself likable by creating a good impression and recognizing their presence. Asking questions that show your interest adds a personal touch to your pitch. Make them feel valued to nurture your relationship with them. Provide relevant questions that allow them to share their personal experiences about a certain product.



The Driver

People with this personality are mostly self-centered and opinionated. They find pleasure in manipulating a pitch that identifies them as reasonable and authoritative. According to speaking expert Rick Segel, drivers expect all information to be delivered in the quickest way possible because they're goal-oriented. They are commanding in nature and motivated to achieve their objectives, they want immediate answers and solutions. Customers with this personality value competence as much as they value expertise and preparation. Similar to expressive customers, drivers are fast decision-makers.

How to handle:

Get straight to the point. Be direct without compromising clarity and quality of your performance. Provide facts and evidence to help them easily understand your message and make quick decisions. Mentioning irrelevant or unnecessary information will only waste both your time and effort. So be careful to give only what's needed in a particular discussion. Highlight how your business will enable them to reach their goals and let them stand out from the competition.



The Analytical

People who possess this personality look for facts and figures. In a post written by HubSpot's Leslie Ye, she explains that people with this personality type do advanced research on the business contact prior to the initial interaction. Customer's with the analytical personality type prefer to have deeper knowledge about the subject before getting convinced on a particular matter. They verify each bit of information and focus more on the brand's features to make sure of its quality and efficiency. These customers use most of their logical thinking rather than their emotional side when it comes to making decisions.

How to handle:

Focus on providing information relevant to your analytical customer. Use qualitative and statistical data that shows exact representations of facts to attract attention and stir interest. Since these people are information-oriented and have a keen eye for detail, you need to be specific and direct when delivering your pitch. Expect questions and clarifications during the selling process. This indicates that they're interested in knowing your business more. Be patient because analytical customers are slow decision makers.

Retail Customer Service Skills

REDUCE CONFLICTS WITH CUSTOMERS

- LISTEN CAREFULLY
- COMMUNICATE
- ALIGN EXPECTATIONS
- DEAL WITH PROBLEMS AND CONCERNS PROMPTLY

As established in the previous discussions, being a sales associate requires more than just hard skills but moreover, soft skills. A sales associate is expected to handle unforeseen situations aside from processing payments and ensuring that stocks are well-

maintained. With them being the first line of interaction that a customer receives, they are also the ones closest to the fire if ever one breaks out—if a customer breaks any of the store rules and policy, if someone is having complaints, and if they are being rude and disrespectful.

Handling Customer Complaints

01 Actively listen and make notes

Concentrate solely on what the customer is telling you. Make notes of the key facts and their concerns, so that you have a record of the conversation to refer to in the future. Importantly, don't interrupt the customer, stay calm and in control. Above all, remember that you are representing your organization and they are not "having a go at you personally". In a supportive but concerned tone of voice you can demonstrate you are actively listening and empathetic to the customer. For example, use a few small statements such as "right", "oh dear", "I'm sorry to hear that", "that must have been disappointing", as well as paraphrasing what they have told you.

02 Acknowledge the customer's concerns and thank them

At the appropriate time during the conversation, when there is a natural pause for example, recognise the level of distress this may have caused them. In addition, thank the customer for bringing this matter to your attention. Importantly, this will demonstrate that you are concerned and want to put the matter right or resolve the situation.

03 Apologize for the impact or the inconvenience caused

Empathize with the complainant concerning the failure to deliver the level of service expected, where appropriate. By saying 'sorry' you are again demonstrating to the customer that you are genuinely apologetic that this has happened to them and showing that you wish to put things right.

04 Ask questions and summarize your understanding

Remember to seek permission from a customer who is very angry, to ask questions. As a result, you can then collect all of the facts needed to understand what has happened and to identify how best to resolve the situation.

Ask a combination of open ("what", "how", "who", "why", "where" and "when"), as well as closed questions (for example, "did you?", "is he?") Importantly, this will confirm the key facts and glean the information you need. Then summarise your understanding back to the customer to ensure you are clear of the facts. In addition, give the customer the opportunity to share any further facts they may have omitted.

05 Agree and explain the actions you will take as a result of their complaint

Ensure that you only commit to the steps you have the authority to take. For example, explain what you will personally undertake to resolve the complaint, including when you will get back to them.

Remember to be realistic about timescales – do not over promise. It is always better to under promise and over deliver, rather than the other way round. Take ownership of the complaint, but should you need to involve a colleague, explain to the customer who will be in contact with them, their name and job role.

06 Ask for feedback on the next steps

Check that the customer is happy with the suggested actions you have committed to. Where appropriate, ask the customer if there is anything further that they think you could do at this stage to help them.

07 Action the agreed next steps and follow up

- Record the complaint
 - Ensure that all actions have been taken and no details missed
 - Send a “thank you” letter or email to the customer confirming that everything has been done as promised
 - Inform your team leader or manager who may wish to offer compensation, or complimentary additional services or products, by way of an apology to the customer or...
 - Put measures in place to recognize the customer in a special way, next time they use your company’s products or services.
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08 Assess preventative measures

Finally, review procedures with your team leader or manager to ensure future mistakes are not made and you learn from each complaint to enhance your customer service experience.

To help team leaders and managers develop their problem solving skills you may find our tips on developing your creativity helpful.