

4.2 Customer Service

Related Area(s): *Interpersonal Communication*

Lesson Objective(s): *The objective is to prepare students to provide service to customers' needs.*

Outcome Goal(s):

1. Students will assess customers' needs.
2. Provide customer service.
3. Apply customer service techniques and tools.
4. Demonstrate service excellence to ensure repeat business.

Instructor Preparation Checklist

☐	Supplies and Tasks	Materials and Resources
	Media & Audio	
	Websites	https://www.youtube.com/watch?v=wb-vSjw3FCQ
	Read/Review	
	Field Trips/Co-op/Outings	
	Supplies Needed	Index cards, message
	Print/Copy/Laminate	Worksheet 1, 2, 3
	Miscellaneous	

Additional Notes:

Warm Up: Seinfeld & Customer Service

Description:

1. Watch the Seinfeld YouTube video about customer service.

<https://www.youtube.com/watch?v=wb-vSjw3FCQ>

Ask the students to write on worksheet 1 what they think was the agent's mistake in dealing with the customer. Discuss with the students the video and ask them to relate some of their own experiences with customers.

The car rental customer service agent broke the #1 rule of customer service — she made Seinfeld a promise she didn't keep. By accepting his reservation, she made him believe that he would have a certain type of car available at a certain time. When he arrives at the car rental facility, only to find that the car he reserved is unavailable. He gets upset — with good reason.

2. On worksheet 4.2-1 ask the students to respond to (*What customer service means to me?*) Give the students two to three minutes to respond. Randomly ask students to provide their answers. Discuss the similarities within their answers and ask how important is customer service to you?

Purpose/Key Skills: The purpose of this lesson is to introduce the students to customer service.

Notes/Vocabulary: Customer service

Materials: YouTube video, worksheet 4.2-1, pencil,
<https://www.youtube.com/watch?v=wb-vSjw3FCQ>

(1) What is Good Customer Service?

Description: First and foremost it's realizing that customers' needs come first. Every customer is entitled to fair and courteous treatment. Respect, concern, courtesy and responsiveness in meeting the needs of customers is key to all interactions. Have the students take a look at the 5 R's Worksheet 4.2-2. After discussing with a partner, have students write in their own words what the 5 R's look like in practice, and what they perceive as being unacceptable. After the students are finished writing, have them share their responses with the other class members.

Review Information Sheet 4.2-A.

Discuss the students' answers compared to Worksheet Sheet 4.2-2.

End discussion with the following point

- **The number one thing that really matters to customers is how they are treated**
- **Maintain a positive attitude at all times and exhibit a "glad I can help" approach**
- **Keep focus on what can be done to help the customer**
- **SMILE!**

Purpose/Key Skills: The purpose of this activity is to define what good customer service looks like.

Notes/Vocabulary: Responsive, reliable, respectful, relationships, recognition.

Materials: Worksheet , pencil/pen

(2) Delivering Customer Service (Listening)

Description: How do you deliver quality customer service? One of the most important skills to providing excellent customer service is listening. In this activity students will illustrate the difficulty of receiving and recording information when there are noise or other distractions.

Information Connection:

Have the students stand in a circle. Start with a written message written on an index card. Show the card to the person on your left and explain that the message must be whispered to the next person on the left. After person one has finished the message he/she writes it on a blank index card. Once the message has made it around to everyone, the last person to receive the message also writes down the message. The three messages are compared and chances are the three messages are different. Information Sheet 4.2-B. Following the games several points can be made:

- It's important to verify information
- It hard to keep track of details without recording them in some manner
- The message did not have an obvious connection which is why it is important to be familiar with the subject matter.

Purpose/Key Skills: The purpose of this activity is to demonstrate the importance of asking questions and confirming information.

Notes/Vocabulary: Information, verify

Materials: Various messages to send, pen/pencil paper. Index card

3) Delivering Customer Service (Acknowledging)

Description: Explain to students that acknowledging a customers' problem is the first step in finding a solution. It is important to Say you understand and are sorry for the situation! The customer wants your attention and understanding. You won't lose dignity or concede to being wrong by making the customer feel that you understand the frustration. Remember, you are saying you *understand*. You are not saying you agree or will give them the moon. They'll also be more receptive to your solution.

1. Have the students work in groups of two or three to use constructive words that are solution-based rather than blame- based or insensitive by competing Worksheet 4.2-3.
2. After the worksheet is completed call on random groups to provide their responses.
3. Ask the students if they have ever encountered negative or positive customer service experiences.

Purpose/Key Skills: The purpose of this lesson is for students to determine how positive language can fix or improve a customer interaction.

Notes/Vocabulary: Acknowledgement

Materials: Worksheet 4.2-3

(4) Delivering Customer Service (Solving and Thanking)

Provide the Information Sheets 4.2-C to the students, a sheet of paper and ask them to read silently or in groups of two, if there are slower readers. Give them 10 to 15 minutes to read the handouts, have the students summarize what they read in a 3, 2, 1 Strategy. (List: 3 main points (or 3 “somethings”), 2 controversial ideas (or two things I disagree with), and 1 question related to the key concept or learning.) Use the 3, 2, 1 Strategy as a basis for discussion.

Purpose/Key Skills: The purpose of this activity is for student to identify strategies for solving customer service problems.

Notes/Vocabulary: Condescending, courteous, discourteous

Materials: Paper, pen/pencil

(5) Delivering Customer Service (L.A.S.T.)

Description: Customer service is listening, acknowledging, solving and thanking. The important thing to demonstrate is that customer service will be delivered satisfactorily. In groups of two have students develop role play scenarios in regard to solving customer problems. Assign the students a topical area for the basis of their scenarios and give them 4.2-D to assist them in writing the scenarios. Give the students 20 to 30 minutes to write their scenarios. Pick the groups randomly to perform their scenarios. After each scenario, discuss the positives and negatives, using the provided rubric Worksheet 4.2-4

After the discussion has concluded, Review 4.2-5 and show the Youtube from Zootopia, <https://www.youtube.com/watch?v=TuniFG6ajGYto>; culminate the module on Customer Service.

Purpose/Key Skills: The purpose of this activity is to practice providing quality customer service and to summarize “What is Customer Service?”

Notes/Vocabulary: Quality

Materials: Information sheets, worksheets, pen/pencil, props,
<https://www.youtube.com/watch?v=TuniFG6ajGYto>

Formative Assessment

□	Skill Description and Assessment	Notes These lesson require class participation and a positive attitude. The three descriptors listed here may be used as a rubric to give student feedback.
	<ul style="list-style-type: none"> Was highly engaged in class discussions; demonstrated positive attitude toward completing activities 	
	<ul style="list-style-type: none"> Was moderately engaged during class discussions; demonstrated mostly positive attitude toward completing the activities. 	
	<ul style="list-style-type: none"> Was not engaged during class discussions; demonstrated negative attitude toward completing the activities. 	

Reteach and Supplemental Materials

Concept	Lecture/Activity
Practice Customer Service	Provide students with additional scenarios to practice providing customer service.

References:

www.mywccc.org/.../CBP%20Customer%20Service%20Course%20Outline.pdf

<http://www.thetrainingbank.com/customer-focus/online-training/the-basics/>

<https://www.businesstrainingworks.com/training-resource/five-free-customer-service-training-games/>

<https://www.retaildoc.com/blog/how-to-handle-a-customer-complaint-in-four-easy-steps>;

<https://www.corporaterewards.co.uk/news-ideas/the-power-of-saying-thank-you/>

http://www.christina.k12.de.us/LiteracyLinks/elemresources/lfs_resources/summarizing_strategies.pdf

<https://www.youtube.com/watch?v=TuniFG6ajGY>

<https://www.youtube.com/watch?v=wb-vSjw3FCQ>

<http://www.nrcdr.org/assets/files/DR-Grantees/year-two/diligent-recruitment-and-retention-grant-customer-service-workshop-facilitators-manual.pdf>