

CUSTOMER SERVICE (FACE-TO-FACE)

Types of customers

Customers can be categorized based on different criteria: religion, age, nationality, status, mood, motivation, etc.

These are the most common criteria:

1. Attitudes

Depending on their attitudes, a customer can be:

- Objective
- Affable
- Rude
- Shy
- Pretentious
- Indecisive

INTERLOCUTOR	DESCRIPTION	NORMAL CONTACT	DIFFICULT CONTACT
OBJECTIVE	<p>Few words</p> <p>Goes to the point</p> <p>Gives accurate data</p> <p>Knows what they want</p>	<p>Precise questions</p> <p>Well-formulated questions</p>	<p>Let them speak</p> <p>Accurate answers</p> <p>Quick solution</p> <p>Gives idea of activity</p>
AFFABLE	<p>Talks much</p> <p>Smiles</p> <p>Pleasant treatment</p> <p>Accept solutions</p>	<p>Proper questions to bring them back on topic</p>	<p>Maintain the initiative</p> <p>Quickly get the information</p> <p>Avoid falling into your topic of conversation</p>

INTERLOCUTOR	DESCRIPTION	NORMAL CONTACT	DIFFICULT CONTACT
RUDE	<p>Shouts</p> <p>Demands from the beginning with bad manners</p>	<p>Hush, let them vent</p> <p>Calm down, show them the contrast by being nice</p> <p>Be considerate, speak with kindness</p>	<p>Make them think on it</p> <p>Beg them to calm down</p> <p>Explain your goal</p> <p>Offer extra benefits</p> <p>Pressure them to accept the solution</p> <p>If requested, give the name</p>
SHY	<p>Quiet</p> <p>Insecure</p> <p>Does not speak or does it in a low voice</p>	<p>Many questions</p> <p>Concrete</p> <p>Closed</p>	<p>Leave nothing up to them</p> <p>Give precise explanations</p> <p>Convey security, patience</p>

LOCUTOR	DESCRIPTION	NORMAL CONTACT	DIFFICULT CONTACT
PRETENTIOUS	<p>Knows everything</p> <p>Does not stop speaking</p> <p>Does not accept explanations</p> <p>Imposes their criteria</p>	<p>Let them speak and not contradict them</p> <p>Pretend that the solution comes from them</p>	<p>Make them think on it</p> <p>Specify your goal or alternative</p> <p>Offer them everything possible</p> <p>Pressure them to accept the solution</p>
UNDECISIVE	<p>Does not know what to do</p> <p>Insecure</p> <p>Confused</p>	<p>Discover your goal</p> <p>Give concise and clear information</p>	<p>Leave nothing up to them</p> <p>Accurate explanations (not rich in detail)</p> <p>Convey security, patience</p>

2. Intrinsic customer characteristics

They can be multiple and varied, among which the following stand out:

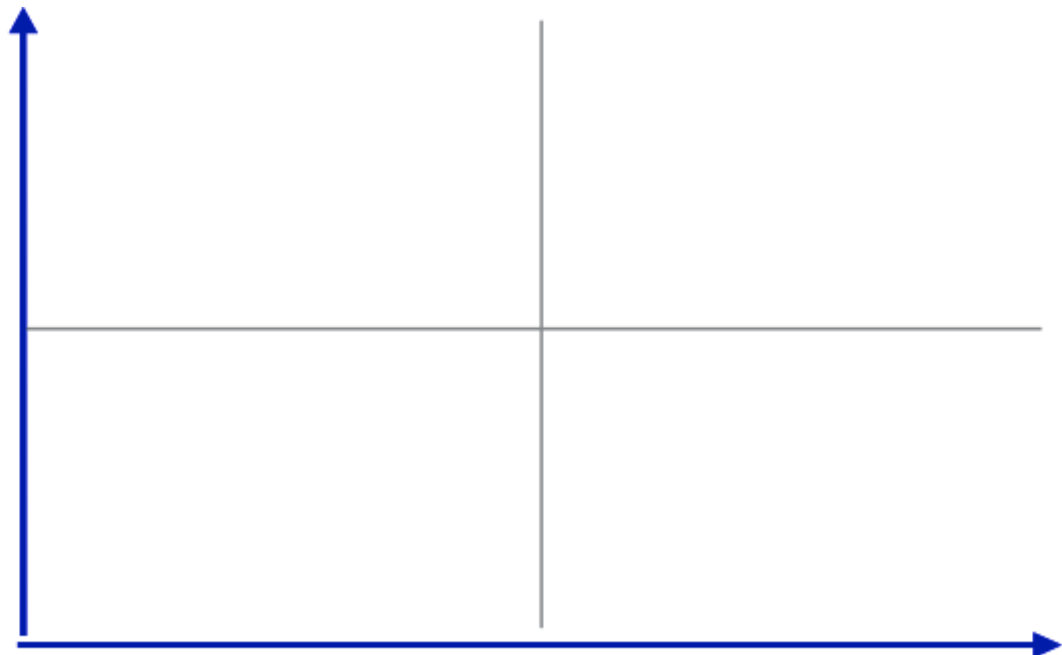
- Cultural characteristics: western, eastern, etc.
- Family groups
- Client's age
- Business/leisure
- etc.

4 GENERAL GUIDELINES FOR CUSTOMER SERVICE

Interaction with the customer depends on two variables:

1. **OPERATIONAL AND KNOWLEDGE:** Set of procedures, phases, means and technical competence that we use to provide customer service and/or deliver our products.
2. **RELATIONSHIP WITH THE CUSTOMER:** The behaviours that we emit to interact with the customer, what we say and how we say it and, in general, what type of relationship is maintained with them.

The conjunction of these two variables gives rise to the following matrix:



WITH THIS CUSTOMER-ORIENTED PHILOSOPHY, THIS BECOMES THE MOST IMPORTANT POINT FOR THE COMPANY TO MEET ITS OBJECTIVES

Interaction with the customer is divided into 4 phases:

1. Reception: It is very important to create a climate of trust; approach quickly, say hello, introduce yourself, smile and be approachable
2. Continuous treatment, it is important to quickly resolve any issue; for this you have to listen, ask, transmit clearly, resolve quickly and personally.
3. Verification: We must avoid the lack of information; informing internal and external customers and co-workers.
4. Saying goodbye: it is important to be accessible even when the customer leaves; continue to be interested in their stay, call them by name, say hello and smile.

There are 3 important aspects of face-to-face communication, appearance, verbal communication, and body language.

1 Appearance: keep in mind:

- The corporate identity signs, colours, shapes, styles, etc.
- The uniforms
- The personal appearance of the worker.

2 Verbal communication is important, good management of the voice, intonation, using a medium tone, not shouting, or whispering, changing the tone to avoid transmitting monotony and it is important to adapt the tone to the different circumstances in the conversation

It is necessary to vocalize well and not eat letters or words out; excessive speed causes anxiety and slowness causes boredom.

It is important to avoid negative language examples:

Is there room?

There is no problem (NO)

There are enough rooms (YES)

Is there an availability problem?

No, at the moment there is no problem (NO)

At the moment there is availability (YES).

Avoid excesses of familiarity or overly colloquial language: hey, what's up?

Try to avoid verbs that are too colloquial, see, look, search, put, remove... try to use a more professional-formal language.

We must use a clear and precise vocabulary: Wordiness causes confusion and mistrust.

Use expressions that make our sentences dynamic: "Right now", "today", "soon".

Silence is a way to show the customer that we are listening.

It is always positive:

- To ask questions if you are not sure you have understood
- To not talk too much
- To not finish the customer's sentences
- To not interrupt
- To trust to expressions such as "Yes, I understand you", "of course"...

However, we must avoid abandoning the customer without giving explanations: Maintaining a prolonged silence while handling their query, without explaining what is being done to solve it has a bad effect.

What should I do to communicate well?

- Study and meet the interlocutor
- Observe the environment.
- Be polite and never lose your cool.
- Be precise.
- Be clear, concrete, determined and be prepared.
- Know how to react to unforeseen events.
- Be aware of what is happening in the environment.

3 Non-verbal communication

Elements of non-verbal communication: eye contact, smile, arms and hands, and head and upper body.

When there is no eye contact, communication breaks down; there are several types of eye contact

- Warm and direct look ("what can I do for you" type)
- Concentrated look ("I hear you", "I understand you" type)
- A deviant look ("you are the same as any other visitor, no more" type)
- Defiant look ("answer me correctly because if not, I can't do my job" type)

The customers only accept the absence of eye contact when our sight is directed to the screen, a list or any other element necessary to effectively do our work.

TYPES OF SMILE:

- Warm smile (a small, suppressed smile)
- Open smile (used appropriately, it reinforces the collaborative style)
- Forced smile (it is better not to smile)
- Defiant smile (implies a derogatory and defiant style)

ARMS

- Hidden arms (transmits distance, generates distrust)
- Arms crossed on the thorax (transmits distance, boredom and fatigue, and defensive attitude)
- Arms crossed on the table (conveys that there is nothing to do)
- Arms slightly extended on the counter (this is the ideal situation)

HANDS

The ideal situation is to keep them slightly open, especially when some kinds of items are being delivered or collected and it is always better to show the palm than the back.

HEAD

Head supported (transmits boredom, fatigue, lack of motivation and disinterest)

Head turned (transmits routine).

Head upright:

- It allows us to look directly at the visitor
- Smile at them
- Keep the excellent style:

THE GUIDELINES FOR EXCELLENT COMMUNICATION ARE:

- Smile.
- Look the customer in the eye.
- A proper reception.
- The right tone of voice.
- Use kindness formulas.
- Listen and show that you listen.
- Avoid chattering.
- Customize the dialogue.
- A proper ending.