



Bite Sized Training - PREVIEW

Customer Service Diagnostic Tool



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Introduction

This session introduces the main aspects of behaviour that contribute to excellence in customer service, be this external (the way we interact with clients and customers) or internal (the way we interact with managers, colleagues and cross functional staff). It gives visibility to Service Providers of the main skills and qualities of exceptional service providers, based on decades of observing people at work and discussing with job holders / managers the things that differentiate *good* from *exceptional* service.

Duration

Allow up to one and a half hours.

Process

- **INTRODUCE** the topic and explain what you will cover.
- Start the session by **ASKING** delegates to think about their own experiences of customer service on the receiving end and why they were so good (or so bad!).
- **CONCLUDE** that it is the extreme ends of customer service that people remember most and talk about for a long time afterwards – the parts that create very strong **feelings**, be they positive or negative, about the service they received. Memories that have **emotion** attached always stick in the brain for longer. Therefore, in our work, we are aiming to create **warm and positive feelings** in our own customers about the service we provide.
- **INTRODUCE** the diagnostic tool (How Good a Service Provider Are You? – see overleaf) as a set of behaviours that we should exhibit in our roles as service providers.
- **STRESS** that as they complete the tool:
 - ◆ Be honest about the way you score it – it's not how you would like to be, but how you actually are – 'warts and all'.
 - ◆ Review and assess yourself against the checklist based on **actual past behaviours** – if you can't think of examples where you did these, then you can't justify a high rating for yourself.

Process (continued)

- **ASK** delegates how they found the questionnaire – ease of use, extent of how much it revealed about them and their strengths and development areas.
- **SPLIT** delegates into groups of two, ideally with pairs who know each other and therefore see each other in action, in the workplace.
- **EXPLAIN** that they should share each others' top 2 strengths and 2 development areas with their partner. In addition, if they know each other, get some feedback on the extent to which their behaviour and communication is received by others. In other words, what is it like on the receiving end? – are they as good (or as bad) as they self-assessed?
- **ALLOW** around 15 minutes for sharing of feedback.
- Once completed, **LEAD** a review of the exercise using questions such as:
 - ◆ What did you learn about yourself?
 - ◆ Did you over-rate (or under rate) yourself?
 - ◆ What examples do you have to justify your rating?
 - ◆ What effect might some of these behaviours have on your own / the department's reputation for delivering exceptional customer service?
- **STRESS:**
 - ◆ They may have been too hard and under-rated themselves (good for motivation). However, they may have got feedback that they weren't as good as what they thought.
 - ◆ If the partner agreed with their self-assessment, were they being honest or did they not want to upset you?
 - ◆ Don't worry if they circled a '5' and you circled a '6' – the checklist is subjective in judgment. However if you circled a '5' and they a '2' then there may be something behind that which is worthy of exploration.
 - ◆ Asking for feedback from others is a really good habit to develop in business because you learn what is effective about your behaviour and what is not.
- **ENCOURAGE** delegates to share the results of the diagnostic tool outside of this training and get feedback from a wider range of people. Each time, encourage honesty – let people know that you want the truth not what they think you want to know. Ask for examples from them to help understand your skill level.
- **SUMMARISE** the session by explaining that the diagnostic tool is a way of giving you visibility of your own behaviour. However, as we have discussed, it's not how you think you come across, but how do others *receive* your behaviour, how do they *feel* about it and what do they *do* about it – that's the real test. To get all '6's is aspirational, however look for the development areas – no matter how small – to move yourselves forward, so that you become an even better service providers in the future.