

# SERVICE

**YOUR CUSTOMER DESERVES THE BEST**

**Student-Participant Manual**

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This is a Pilot Project which will be further developed based largely on the constructive suggestions and feedback of the users of this beta edition.

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**On completion of this course, Students-Participants are eligible for a certificate.**

# 1. Customer Service: Introduction

What is Customer Service? What makes a Customer Service Professional?  
How do we avoid the phenomenon of "guess what happened to me once"?



## A. Word Of Mouth

This segment includes 2 parts: (1) Quick Facts research regarding the impact of "Word Of Mouth"; and (2) a Reading...Elaine and her two young daughters enjoy some time together, only to have "Word Of Mouth" play a role in the outcome of their day.



## 2. Understanding Your Customer(s)

Understanding Your Customer: Outlines the need for Empathy

## A. Empathy

This segment includes 2 parts: (1) a definition of Empathy (with short answer Question Set to reinforce concept); and (2) unique Quick Facts research regarding the security concerns of "Females Travelling On Their Own" (a group which represents the fastest growing portion of the Travel/Tourism market)

## B. CASE STUDY #1 ('Out In The Cold')

"Out In The Cold": Lisa travels to a conference, and experiences a careless attitude from hotel employees that heightens her personal security concerns. (includes: Short Answer Questions, Longer Response Questions & an Extension Activity, which can be done as a roleplay)

### *Sample Excerpt: CASE STUDY #1 ('Out In The Cold')*

Leah had been looking forward to the conference for several weeks. Despite travelling fairly frequently, as part of her job, this particular event was scheduled for a prime destination resort and therefore should prove something of a treat.

She arrived the evening before the conference began, availed herself of the Valet Parking -- as she liked to do when she was on her own -- and entered the hotel smiling. She was pleased also by the room assigned to her, which was close to the elevator, off a bright well-lit corridor, and featured a spectacular view of the mountain.

**\*see Question Set #1**















## C. Market Segmentation: Customer Profiles

"Customer Profiles": This unique segment includes 5 parts: (1) a definition of Market Segments, and the importance of the concept; (2) thumbnail profiles of Market Segment demographics arranged by age grouping; (3) Quick Facts research into Customer Trends in the 1990s; (4) Questions Sets of both Short Answer and Longer Response varieties; and (5) 3 scenarios as Extension Activities (which can be done as roleplays)

### *Sample Excerpt: Market Segmentation*

#### **Seniors (65 years old and older)**

Born in 1935 or earlier. Childhood, or childhood and early teenage years, spent during the Great Depression, followed by World War II. (Both of which were time periods when items taken for granted today, such as cars, hi-fi/stereo systems, even trainers, would have been considered unnecessary luxuries). Achieved adulthood during the 1950s. Frequently married young, early 20s, at a time known as the "baby boom", when suburbs (huge tracts of identical houses) were being constructed, and many families had as many as 3 children under the age of 5.

















## D. Empathy Beyond Market Segmentation

Why Market Segmentation is only the start. What to watch for in sizing up individual customers.











### 3. Attitude And Quality Service

Why a positive attitude is essential to quality service, and to the employee's own well-being.

## A. SURVEY

A bit of fun, designed to impress upon students the importance and elements of a positive attitude.

## B. Tips To A Positive Attitude

How to be, and stay, positive...even on those "bad" days.



## 4. Handling Complaints

Turning every complaint into an opportunity (includes a review of the "guess what happened to me once" phenomenon).

## A. Rules For Handling Complaints

What NOT to do...and what to avoid feeling...while attempting to handle a complaint. (Something we all know is easier to say than to do!)

### *Sample Excerpt: Rules For Handling Complaints*

**RULE #1: Never, ever take a complaint personally.**

This is easy to say, difficult to do. Some people, deliberately or otherwise, will seek to draw you into the complaint (to make the problem, in some way, your personal responsibility). You must not allow this. Even if the complaint is about something *you've* done, or *you've* not done, it serves no purpose for you to get emotionally involved.



## B. Steps To Follow In Handling A Complaint

A Complaint: Remember how important it is to be positive? Well, here's a positive approach to dealing with any, and every, complaint. (includes 'tips' from some of the best of the Customer Service Professionals in the field today)



## C. "Professional" Complainers

They are out there! Any excuse will do, and he or she has found one... Now what?!

## 5. Service Beyond Expectations

What every employer wants, and too few feel they get from their employees. Why it is important to turn those potential problems into positive events for each and every customer.

## Scenarios

3 unique and true scenarios where actual Customer Service Professionals rescue an absent-minded businessperson, a restaurant's customers trapped by a blizzard and a bride on the eve of her wedding (and how the Professionals involved benefited personally as a result of their efforts) Plus an Extension Activity, which can be done as a roleplay.



