

EMPLOYEE FOCUS



CONFIDENT CUSTOMER SERVICE

Are Your Employees Exhibiting Confident Customer Service?

Providing excellent customer service is essential to all businesses, and utilities are no exception, even though they rarely face competition. Consider these values of excellent customer service:

- Increased customer satisfaction: When employees are well-trained, they are more likely to be able to resolve customer issues quickly and efficiently. This can lead to increased customer satisfaction, which can in turn generate positive word-of-mouth support from your rate payers.
- Reduced costs: When customer issues are resolved quickly and efficiently, it can save utilities money in the long run. Additionally, taking steps to provide proactive customer service can reduce calls, complaints, and walk-in visits by providing valuable information before the customer requests it, or even before they know they are going to have a question.
- Improved employee morale: When employees feel confident in their ability to provide excellent customer service, they are more likely to be happy in their jobs. This can lead to improved employee morale, higher productivity, and reduced turnover.

So, the question is; can and should your utility provide better customer service?

Confident Customer Service is a full-day class for those employees meeting face-to-face or by phone with customers every day. These are your CSRs, cashiers, account representatives, collections team, and possibly others depending on your organizational structure. This class will engage attendees with interactive exercises and instruction that will give them the knowledge, tools, and most importantly the understanding of their mission to make them a confident customer service provider.

What is “Confident Customer Service?” Confident Customer Service is knowing that you have the skills and tools to handle any customer service interaction with professionalism, leading to the outcome that is best for your utility or company. Confident Customer Service is what the public needs to see - all day, every day - because it not only focuses on addressing problems, it takes a proactive approach to make sure customers have a positive attitude toward your utility. As they say, a little goodwill today goes a long way.

Topics covered include:

- The challenge of providing excellent customer service.
- Identifying primary and secondary customers.
- Types of customer service and support offered by utilities.
- Communication channels available for customers and employees.
- Reactive vs. proactive support and the value of each.
- Tips and tricks to strengthen customer service skills.
- Social media monitoring and listening.
- Personality assessment.
- Basics of communication and tips for more effective communication.
- Dealing with generational differences in communication and expectations.
- Employing active listening skills.
- Non-verbal communication awareness and why it is important.
- De-escalation and dealing with rude customers.

Contact us

RWSmith ETC

Phone: 662-260-9440

Email: roger@rwsmithetc.com

Website: rwsmithetc.com

“Great workbook. Great interaction, pulling people out of their comfort zone. One of the best training classes I have attended.”

~ Tristan Taylor, Elk River PUD