

# **Customer Service**

*What is it?*

*Why is it important?*

**A Professional Training Seminar by MERIT Management  
Resources, Inc.**

**Presented by**

**Carol M. Tripp, MERIT Management Resources, Inc.**

**Ph (641) 496-5242**

**Email: [cammerit@heartofiowa.net](mailto:cammerit@heartofiowa.net)**

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***What is your widget? Who is your customer for this widget?***

***What is meant by the term “customer service”?***



7 Seconds-11 impressions

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

***Expectations of All Customers***

1. Accessibility
2. Solid Information
3. Options
4. Single-Source Service
5. Cutting-Edge Technology
6. Superior Communication
7. Flexibility
8. Consulting
9. Seamless Relationship
10. New Ideas
11. Candor

## ***Tips To Becoming A Better Listener***

1. Must be an active listener.
2. Listen to HOW it is being said.
3. Focus on the here and now (save the problems in your head for later).
4. Keep an open mind – “Minds are like parachutes, they only function when open.”
5. Don't interrupt (You can't listen if you are busy interrupting).
6. Evaluate the importance of the subject to the speaker.
7. Create empathy.

## ***Customers.....***

... Are the most important people who will ever be in this office.

... Are those special VIPs who call on the phone.

... Are not interruptions of our work...they are the reason for it.

... Are individuals with names and feelings.

... Are not people I argue with.

... Are the reasons I have a job.

... Are not always right, but they are always...

***THE CUSTOMER***