

Customer Service Excellence

Gabrielle K. Gabrielli, Ph.D.

C ompassionate	S ervice-oriented
U nderstanding	E quipped
S atisfying	R espectful
T eam-focused	V alues-driven
O utstanding	I ntelligent
M ethodical	C ourteous
E mpathetic	E xcellent
R ewarding	

How to Build Trust in the Workplace

Gabrielle K. Gabrielli, Ph.D.

1. Give trust to gain trust.
2. Communicate effectively.
3. Respect others.
4. Be competent and confident.
5. Listen to others and seek their input.
6. Show gratitude.
7. Encourage others to reach their potential.
8. Continually strive to improve.
9. Take responsibility for your actions.
10. Give credit to others who have achieved success.
11. Be enthusiastic about work opportunities and challenges.
12. Be self-motivated as well as motivate others.
13. Mean what you say and say what you do; be dependable.
14. Have a positive and optimistic attitude.



At the core of every high performing team is communication, followed by Trust, Enthusiasm, Accountability, and Motivation (TEAM).

Meeting Needs in Person or by Phone – To Make a Customer Feel:

Welcomed...

- Be friendly.
- Greet the customer.
- Introduce yourself.
- Use a positive tone of voice.
- Smile.
- Don't take yourself too seriously.

For more information, email Gabrielle at gabrielle@gabrielleconsulting.com.

Understood...

- Listen carefully.
- Empathize.
- Repeat or rephrase to make things clearer.

Valued...

- Refer to the customer by name.
- Show interest in the customer's needs.
- Ask open-ended questions.
- Thank the customer.

Respected...

- Address the person formally (i.e. Mr. Smith) unless asked to do otherwise.
- Show concern.
- Be resourceful in finding solutions.
- Keep the customer in the loop.

Choose Words Carefully

Instead of saying this...	Say this.
Let me transfer you.	Let me connect you.
I can....	I will....
I'm not sure what you want.	I would be happy to help.
It's not my job.	Let me see what I can do.
I need to...	May I?
I can do that.	I would be happy to take care of that for you.
You're welcome.	It's my pleasure.
I can't....	Here are two other options....
Okay, no problem.	I am happy to assist.
The policies say...	Let me see what I can do.
These are the facts.	Let me take a look to see what happened.
I have to...	I get to...

Statements That Work

- My sincere apologies for any inconvenience this may have caused you.
- I'm sorry for the difficulties you have experienced.
- Finding a solution is just as important to me as it is to you.
- I understand how frustrating it is to feel like you're being passed around when all you want is help.
- (When the attack feels personal and no other tactics have worked) - Have I done something to personally upset you?
- I'd like to be a part of the solution.
- That must have been very frustrating for you.
- If I were in your shoes, I'm sure I would feel the same way.
- Thank you for taking the time to let us know how you feel.
- Thank you for bringing this issue to my attention.

Avoid fillers that diminish your credibility like "umm," "uh," or "hmm."

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26 Tips for Proper Email Etiquette

By Gabrielle K. Gabrielli, Ph.D.

1. Write concisely and professionally.
2. Use all rules of proper business writing including using active voice instead of passive voice. Use correct spelling, grammar, and punctuation.
3. Check your facts to ensure accuracy. If in doubt, do not send it.
4. Read your email message out loud before you send it.
5. Use plain text formatting. If you use html, select legible colors and fonts.
6. Address the recipient appropriately including the use of To, Bcc, and Cc.
7. Err on the side of formality, especially with salutations.
8. When the distribution list is greater than approximately 10, blind copy multiple recipients rather than displaying all email addresses.
9. Do not overuse Reply All.
10. Prevent email flaming whenever possible. If you feel angry or upset, wait one hour before sending or responding to an email message.
11. Do not copy the chain of command or reply when copied unless it is protocol.
12. Answer promptly, but don't become a slave to your email.
13. If you won't be able to respond for some time, and it is an urgent matter, respond to let the sender know that you received the message and that you are working on the response.
14. Use an appropriate subject line and correct the subject line when needed.
15. Use the high priority message option sparingly.
16. When attaching documents, limit the file size to 1MB (5MB for high speed connections) and ensure a descriptive file name and appropriate file format.
17. Do not write in ALL CAPS. It is the equivalent of yelling!
18. Delete the message thread when the topic changes or as needed when forwarding.
19. Respond at the top of a message thread, and avoid embedding responses within a thread.
20. Avoid the use of acronyms, excessive punctuation, and emoticons!!!! 😊
21. Do not request delivery and read receipts, or ask to recall a message.
22. Do not forward viruses, hoaxes, jokes, or chain letters. Always check <http://snopes.com> when you are sent anything questionable.
23. Do not reply to SPAM, but do remove yourself from unwanted solicitations.
24. Always close your email with your name.
25. Include name, organization, and contact information in signature lines.
26. Don't send anything via email that you wouldn't want published in the newspaper.

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With Upset Customers, Turn Down the HEAT

- **H**ear customers out. Let them vent. People yell because they feel nobody is listening. They begin to calm down when given a voice, so listen actively. In person, make sure your body language conveys that you are paying attention. On the phone, give verbal assurance that you hear what is being said.
- **E**mpathize. Don't judge. Put yourself in other people's shoes and convey a courteous, compassionate tone of voice. When people are upset or angry, it is your job to help them through it.
- **A**sk questions. Get clarification. Avoid using confusing words or jargon, and be prepared to explain processes. Describe exactly what the issue is so that when possible, you can work toward correcting it.
- **T**ake responsibility. Apologize. People's perceptions of the medical field are often negative, and processes are often intimidating to them. While you may not personally be responsible for the issue, procedures, policies, and diagnoses may cause confusion and stress. To ease their minds, let customers know that you have helped others in similar situations and reassure them that you will get through the situation together.

When conflict arises, ask yourself the following questions to clarify the emotions behind the conflict and help resolve the situation using the CALM model.

The CALM Model of Conflict Resolution

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|----------|--------------------------------|
| C | Clarify the issue. |
| A | Address the problem. |
| L | Listen to the other side. |
| M | Manage your way to resolution. |

The CALM model, developed by CRM Learning, uses the following questions to guide people through managing their emotions. This is how you clarify the issue.

1. What am I upset about? In specific behavioral terms, what actually happened? Who else is involved? What did they do?
2. What emotions am I feeling? Why am I feeling that way?
3. Have I contributed to the problem?
4. Am I just overreacting? If so, why?
5. What are my desires for an outcome to this conflict? What will successful resolution look like?
6. If I were the other person in this situation, how would I want to be approached?
7. Could the other person have been motivated by good intentions?
8. Has this happened before, or is this a first time occurrence?
9. How is this situation affecting me and my work? Are others impacted? If so, how?
10. What can I do to facilitate getting the results I want? What counter-productive behaviors do I want to avoid?

Your website portal will be at: <http://gabrielleconsulting.com/FPCA2017>

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