Customer Service
Gone Viral
WORKSHEETS

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**Instructions Part 1:** As a customer, think of a negative service situation you experienced. Describe the experience below as if you were going to post it as an online review:

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**Instructions Part 2:** Briefly describe what the customer service provider in the above situation could have done to avoid this bad review:

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Instructions: On your own, please circle TRUE or FALSE for the following questions. After each question, briefly write your explanation for each answer. When finished, you’ll discuss your answers in small groups. Time permitting; there will be a further discussion with the whole group.

1. **TRUE or FALSE:** If you are competent at your job, you will be creating a positive buzz for your company.
   Explanation:  
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________

2. **TRUE or FALSE:** Rephrasing and confirming what a customer wants will annoy customers.
   Explanation:  
   ____________________________________________________________________________
   ____________________________________________________________________________
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3. **TRUE or FALSE:** Customers deserve your time and attention more than your coworkers.
   Explanation:  
   ____________________________________________________________________________
   ____________________________________________________________________________
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   ____________________________________________________________________________

4. **TRUE or FALSE:** If a phone customer presents a complicated, time consuming problem and you feel pressed for time, you should deal with the problem rather than transfer them.
   Explanation:  
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
5. **TRUE or FALSE:** Customers may get angry if service is delayed, so it's best to not communicate with them until the product or service is ready.
   Explanation: __________________________________________________________________________
   ____________________________________________________________________________________
   ____________________________________________________________________________________
   ____________________________________________________________________________________

6. **TRUE or FALSE:** When a problem comes up, your first priority is to figure out who is at fault.
   Explanation: __________________________________________________________________________
   ____________________________________________________________________________________
   ____________________________________________________________________________________
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Instructions: Please circle the correct answer for each of the following questions. You may be asked to share your answers with the large group.

1. According to the video, many customers today base their buying decisions on:
   A. A company's reputation
   B. A friend's recommendation
   C. Internet reviews
   D. Face-to-face interactions

2. In the first scenario between the delivery person and home resident, the delivery person's offer to return to pick up the resident's outgoing package is an example of:
   A. Doing his basic job correctly
   B. Exceeding the customer's expectations
   C. Taking a shortcut to save time
   D. Being efficient

3. In the pet store, the customer decides to make a cell phone video because:
   A. The employees were ignoring him
   B. The store did not have enough employees
   C. He couldn't find the dog toys
   D. His dog needed to lose weight

4. In the pet store "solution" scenario, one of several things the service provider does right is:
   A. She immediately helps her coworker find the rawhide chews
   B. She asks her coworker to wait while she helps the customer
   C. She makes smart assumptions about the dog's problem
   D. She convinces the customer to buy more

5. In the recorded phone conversation about a faxed order, the customer gets angry because:
   A. The service provider doesn't apologize
   B. The service provider is argumentative
   C. The service provider's accent is difficult to understand
   D. The service provider is not really listening

6. Why is the graphic artist (who posts her "rant") so frustrated by this company?
   A. Bills are not processed on time
   B. The phone reps are rude
   C. No one takes responsibility for her problem
   D. The rep stuck with her

   (more)
7. The message "Service Delayed is Service Denied"
   A. Applies only to the restaurant industry
   B. Impacts customers in all industries
   C. Explains the popularity of music videos
   D. Demonstrates the importance of active listening

8. If service is to be delayed, even if it's not your fault:
   A. Report the person responsible to your supervisor
   B. Tell the customer whose fault it is
   C. Avoid the customer to avoid a possible argument
   D. Keep the customer apprised and updated

9. It's important to let a customer know you're right and they're wrong:
   A. Never
   B. When they're wrong and won't admit it
   C. If a problem is caused by their mistake
   D. If they're being argumentative

10. The best way to generate positive customer reviews is to:
    A. Give the customer something for free
    B. Do the least harm
    C. Provide exceptional service
    D. Write your own review
Customer Service Solutions:

1. **Avoid Taking Short Cuts**
   - Look out for your customer
   - Deliver beyond expectations

2. **Give Your Full Attention**
   - Make every customer feel important
   - Resist distractions

3. **Actively Listen**
   - Rephrase the message
   - Listen, understand, confirm

4. **Take Responsibility**
   - Take ownership of the customer's problem
   - Follow through

5. **Deliver Service on Time**
   - Think like a customer
   - Keep customer apprised and updated

6. **Focus on Solutions**
   - Avoid disagreements and blame
   - Give benefit of the doubt

7. **Additional Solutions**
**WORKSHEET #5: “ACTION PLAN”**

I want to remember and use...

List the top three customer service skills from the video and/or training session that you would like to remember and implement. For each skill, briefly describe how you would apply it in your work situation:

<table>
<thead>
<tr>
<th>SKILL:</th>
<th>APPLICATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. **SKILL:** ____________________________________________

   **APPLICATION:** _______________________________________
   _______________________________________________________
   _______________________________________________________

2. **SKILL:** ____________________________________________

   **APPLICATION:** _______________________________________
   _______________________________________________________
   _______________________________________________________

3. **SKILL:** ____________________________________________

   **APPLICATION:** _______________________________________
   _______________________________________________________
   _______________________________________________________

What obstacles, if any, may prevent you from using the skills you've listed? How can you overcome those obstacles?

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What benefits can you predict as a result of using these skills?

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**Worksheet #6: "Session Feedback Form"**

**Instructions:**

Please circle the number that best describes your evaluation of the training session:

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

- This program made me aware of the impact of customers' online reviews

- This program made me aware of the effect of my behavior on customers

- I discovered areas where I need to improve my customer service skills.

- This training session was valuable and a good use of my time.

The best part of the program was:

_______________________________________________________________________________________

_______________________________________________________________________________________

_______________________________________________________________________________________

The program could be improved by:

_______________________________________________________________________________________

_______________________________________________________________________________________

_______________________________________________________________________________________

_______________________________________________________________________________________

Additional comments:

_______________________________________________________________________________________

_______________________________________________________________________________________

_______________________________________________________________________________________
Customer Service
Gone
Viral
It used to be when someone received bad service, they would tell a few friends... now, they tell the world.

- “Customer Service Gone Viral” video
In all types of customer service, people really do notice when you're looking out for them. And that's a very powerful message.

- “Customer Service Gone Viral” video
Customer Service Solutions:

1. **Avoid Taking Short Cuts**
   - Look out for your customer
   - Deliver beyond expectations

2. **Give Your Full Attention**
   - Make every customer feel important
   - Resist distractions

3. **Actively Listen**
   - Rephrase the message
   - Listen, understand, confirm

4. **Take Responsibility**
   - Take ownership of the customer's problem
   - Follow through

5. **Deliver Service on Time**
   - Think like a customer
   - Keep customer apprised and updated

6. **Focus on Solutions**
   - Avoid disagreements and blame
   - Give benefit of the doubt

7. **Additional Solutions**
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
Without question, customers are now making their buying decisions based on what they see online. It may not always be fair--but there is something you can do about it.

- “Customer Service Gone Viral” video
The good news is... if you deliver service worth raving about, it may just go viral.

- "Customer Service Gone Viral" video