

DPW-PUBLIC WORKS UNIVERSITY –CUSTOMER SERVICE

Customer Service is an integral part of our jobs and how we do business. Our most valuable assets are our customers both our internal and external customers. **Horst Schulz.....**"Even if you have the empathy and the passion and you address the customer's problem, you haven't really given good customer service in total. You haven't done that until you have eliminated the problem that caused her to call in the first place." **Charles Fishman, Fast Company**

	Customer Service Questions -- True or False?	True	False
1.	<p>DPW is in the business of servicing the needs of our customers, we can only do this if we know what our customers want.</p> <div style="border: 1px solid green; padding: 5px; margin-top: 10px;"> <p>True. When you listen to your customers, they will let you know what they want and how you can provide them with excellent customer service. Never forget the customer pays your salary and makes your job possible.</p> </div>	True	
2.	<p>In responding to a frustrated customer's question, you should immediately look to correct the problem and give an answer.</p> <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>False. You need to beware of making assumptions. Take time to listen and identify your customer's needs by asking appropriate questions and concentrating on what they are saying.</p> </div>		False
3.	<p>Customers should be treated as individuals.</p> <div style="border: 1px solid green; padding: 5px; margin-top: 10px;"> <p>True. Don't treat them as a number. Let them know you are sincerely concerned about them. People value sincerity Its important customers feel important and appreciated. Thank them every time you have the opportunity.</p> </div>	True	
4.	<p>Always look for ways to help the customer, if they make a request no matter what it is let them know you will always honor their request.</p> <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>False. You want to be helpful, but only honor a customer's request if it is reasonable, feasible and does not violate any DPW rules.</p> </div>		False
5.	<p>The customer may not always be right but the customer must always win.</p> <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>True. Make it simple for customers to complain by valuing their complaints. Complaints give us an opportunity to improve on our service. Go out of your way to make the customer feel comfortable and appreciated; that's how they win.</p> </div>	True	

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6.	<p>When you answer a call, and the customer's concerns would be better handled and resolved with another department within DPW, you should take personal responsibility to make sure the customer's call is appropriately directed.</p> <p>True. Customers don't know our organization; they are depending on us to navigate them through the various DPW departments. Your customer service will be much more appreciated if they are not left alone in this process to find their own way.</p>	True	
7.	<p>When dealing with an angry verbally abusive customer over the phone its o.k. to hang up.</p> <p>False. I'm sure that will make you feel better but it's not a good customer service decision. No one is rational when they are angry. Let the customer vent, let them know you are not the enemy, let them know exactly what you will do to resolve the matter and act quickly.</p>		False
8.	<p>It's o.k. to eat, drink or chew gum while talking with a customer either on the phone or face-to-face.</p> <p>False. This is never o.k. it's rude and unprofessional.</p>		False
9.	<p>If you make a mistake when dealing with a customer don't admit you've made a mistake, look for ways to correct the mistake without the customer knowing.</p> <p>False. We all make mistakes, if you make a mistake admit you have made mistake and then look to quickly and efficiently resolve the mistake. In the end it will show your integrity and the customer will appreciate that.</p>		False
10.	<p>After resolving a customer concern, follow-up should be done to ensure everything went o.k. and to find out if there is anything else you can do.</p> <p>True. Follow-up is a crucial component to excellent customer service. It goes a long way with your customer.</p>	True	