



Anytown Company

# CUSTOMER SERVICE

Best Practices for Providing Excellent Customer Service, Handling Difficult Situations, and Building Rapport with Customers



[anytowncompany.com/customerservice](https://anytowncompany.com/customerservice)



# Meet the Team

**Melanie Hall**  
Producer



**Matthew Graham**  
Facilitator





# Training Overview

**60 Minutes**

**5 Minute Break**

## **You will need:**

**-Participant Guide (linked in chat)**

## **Directions:**

- 1. Click the link in the chat**
- 2. Click 'Make a Copy'**





# Session Best Practices



**Keep  
Microphone  
Muted**  
Unless Speaking



**Work  
Collaboratively**



**Join  
Breakout  
Rooms**

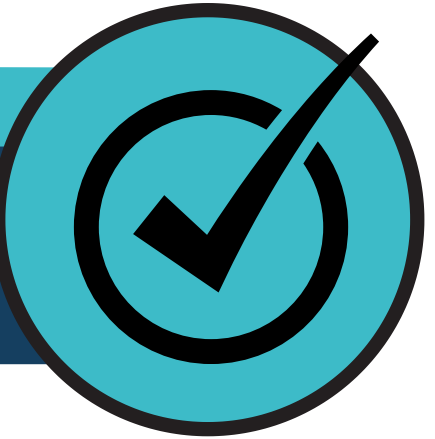


**Participate in  
All Activities**



# Learning Objectives

**Define** the importance of excellent customer service in Anytown Company's success.



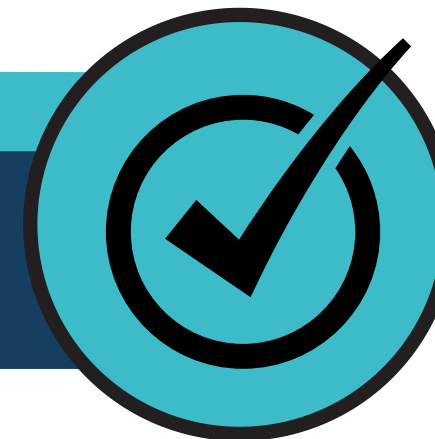
**Identify** best practices for providing exceptional customer service.



**Write** two strategies in handling difficult situations with customers effectively.



**Apply** techniques for building rapport and fostering positive relationships.





# Agenda

- ✓ What are best practices for excellent customer service?
- ✓ Why do we build rapport and foster positive relationships with customers?
- ✓ How to use best practices.
- ✓ Write your own.
- ✓ 5 Minute Break
- ✓ Peer practice in breakout rooms.
- ✓ Key takeaways and questions/revision using peer feedback.
- ✓ Quiz
- ✓ Wrap Up/Next Steps





# Best Practices for Excellent Customer Service



## ✓ Active Listening

Listen attentively and show genuine interest in what they are saying and demonstrate empathy by acknowledging their feelings and concerns.

## ✓ Effective Communication

Use clear and concise language to convey information and address customer inquiries. Maintain a positive and friendly tone to create a welcoming atmosphere.

## ✓ Body Language

Maintain eye contact to convey attentiveness and sincerity. Adopt open and welcoming body language, such as uncrossed arms and relaxed posture, to create a sense of ease and comfort.

## ✓ Personalized Interactions

Address customers by their name to personalize the interaction and make them feel valued. Tailor your responses and recommendations based on the customer's individual needs and preferences.

## ✓ Empathy & Understanding

Put yourself in the customer's shoes and strive to understand their perspective and emotions. Validate their concerns and express genuine empathy for any challenges they may be facing.

## ✓ Follow Up

Maintain regular communication with loyal customers to strengthen the relationship and encourage repeat business.





## Brainstorm

In your [participant guide](#), think of as many reasons as you can to answer: **Why do you think excellent customer service is important?**



## Choose 2 to Share

Click on the link in the chat to share your answers on Jamboard.

**Click the link in the chat!**

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# Why Do We Build Rapport and Foster Positive Relationships with Customers?



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# How to Use Best Practices

A customer is upset because their product arrived damaged and they need a replacement urgently.

A customer is frustrated because they have been put on hold for a long time and haven't been able to speak with a representative

A customer requests a refund for a product they purchased several months ago, citing dissatisfaction with its performance





## Apply Best Practices

In your [participant guide](#), think of a situation you have been in:

How could you have applied best practices to improve the customer service experience?

[Click the link in the chat!](#)



# Key Takeaways





# 5 Minute Break





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# Breakout Rooms

Take turns reading your responses to each other.



**Take turns reading your responses to each other.**

## **Share feedback with each other**

1. Did they use best practices to improve their response?
2. Was their answer clear and concise?
3. Can you think of any other practices to use handle difficult situations?



**Time Limit: 15 Minutes**





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# Key Takeaways



Put answers in the chat or unmute yourself.



Revise your answers.

 5 Minutes



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Click on the link in the chat to access the quiz.



# Summary



Define the importance of excellent customer service in Anytown Company's success.



Identify best practices for providing exceptional customer service.



Write two strategies in handling difficult situations with customers effectively.



Apply techniques for building rapport and fostering positive relationships.







Anytown Company

# THANK YOU

FOR YOUR ATTENTION



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