

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A coffee cup is on the table. A large teal semi-transparent shape is overlaid on the left side of the image, containing the main title text. The text is in a bold, dark blue, sans-serif font. There are small white dots in the top left corner of the teal shape and in the bottom right corner of the dark blue footer.

NEW BUSINESS ENGLISH 6

Lesson 31

Customer Service

LEARNING GOALS

- ◆ Understanding Customer Service
- ◆ Customer Service Techniques



Warm-up

- ◆ What is customer service?
- ◆ What do you consider to be good customer service?





Allie Swan has become a household name in the cosmetic industry. The staff is talking about how to boost customer satisfaction.

Situational Dialogue

Listen to the audio.

Chloe: Light Shield won the title of '**flagship product**' last year.
It seems that our products are well acknowledged by the public.

Josh: Good news! But we can't be **complacent**. In the face of **fierce** industry **competition**, it's still urgent to boost customer satisfaction.

Karen: That's true! First and foremost, we must compile feedback regarding our present performance. It's very challenging but worthwhile.

Chloe: Exactly! What's the best way to obtain customers' feedback?

Josh: I suggest training staff to deal with complaints more skillfully.

Karen: Rather than setting up a **hotline** for customers to voice their complaints, I think proactive approaches would be more effective in finding out how satisfied customers are.

Role-play

Do a role-play and answer some questions.

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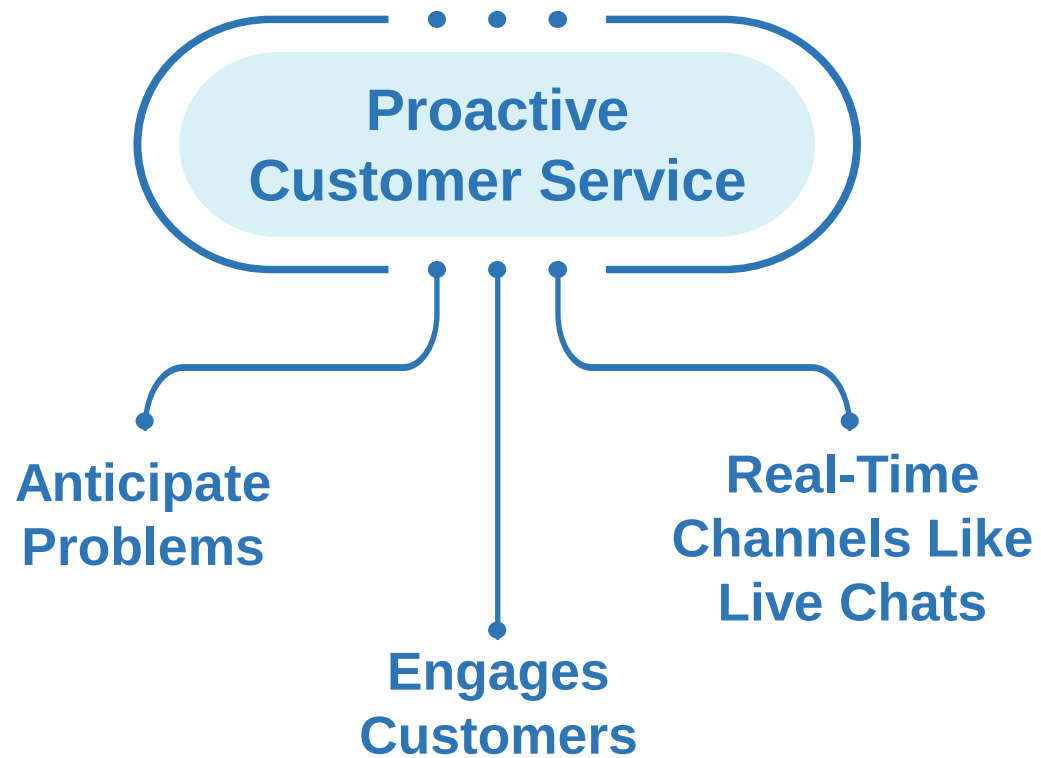
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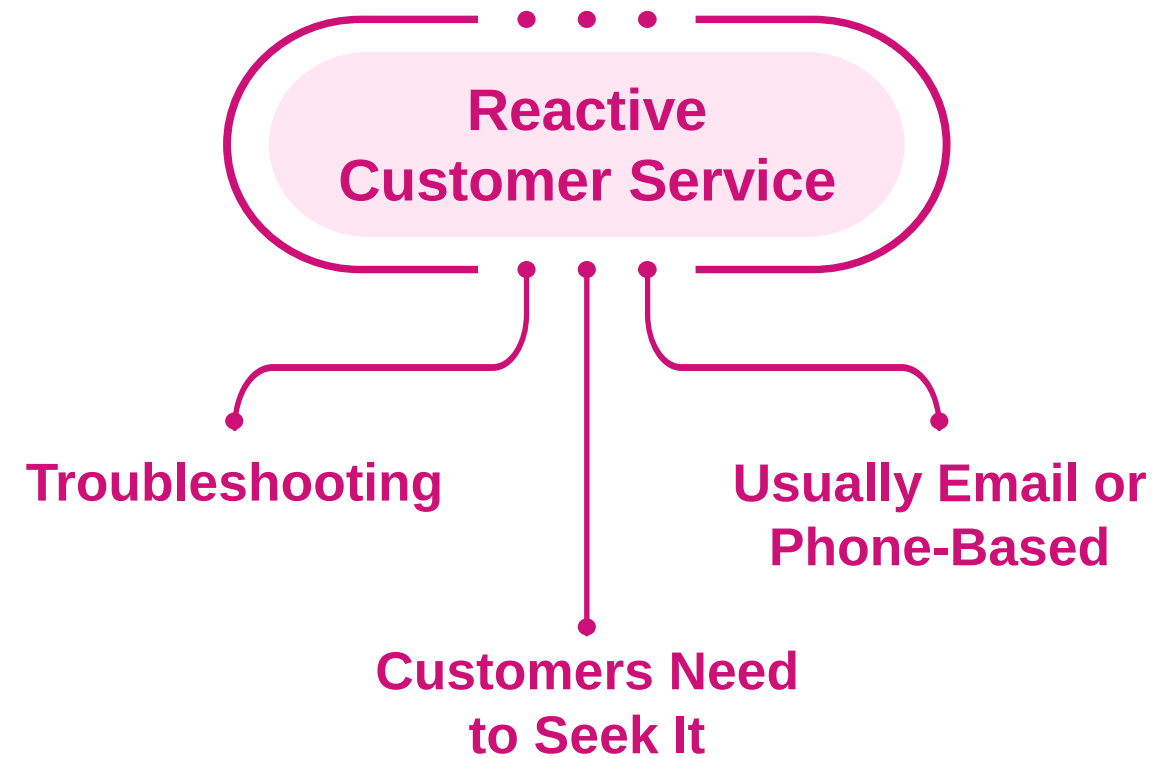
Karen: Rather than setting up a hotline for customers to voice their complaints, I think proactive approaches would be more effective in finding out how satisfied customers are.

Learning Goals

∴ Understanding Customer Service



Proactive Customer Service means anticipating customer needs and actively reaching out with a solution.



Reactive Customer Service means the client has to make the extra effort of reaching out to you to get the help they need.

∴ Understanding Customer Service: How to Boost Customer Satisfaction

1 Create a Customer-Centric Culture

All of the support practices are centered around the customer and providing satisfying experiences.

2 Always Ask for Feedback and Act On It

Ensure to continue the measures that serve you well and improve the ones that leave customers unsatisfied.

3 Respond to Customer Reviews

Show to customers that you listen to what they have to say about your business instead of simply seeing them as a name on a receipt.

4 Provide Omni-channel Customer Support

Offer support across multiple different channels, platforms, and devices.

5 Provide Proactive Support

It shows customers that you want them to be able to solve their pain points with your products or services.

6 Create Customer Loyalty Programs

It's a great way to show appreciation and ensure satisfaction as you're rewarding customers for continuously doing business with you.

.∴ Customer Service Techniques

- **FAB Technique**
(Feature, Advantage, Benefit)

Use when: You're talking to a customer using a demo, trial, or freemium account.

- **PSB Technique**
(Problem, Solution, Benefit)

Use when: Your customer is having trouble with a new product feature.

- **HEARD Technique**
(Hear, Empathize, Apologize, Resolve, Diagnose)

Use when: Your business made a mistake or is in the wrong, and you need to fix things.

- **CARP Technique**
(Control, Acknowledge, Refocus, Problem-solve)

Use when: A customer is very upset and the interaction needs to be de-escalated.

Oral Practice

Choose the best customer service technique for each situation and explain why.

Situations:

1. A customer complained that the product they received is broken and can no longer be used.
2. An angry customer called to complain about their money being lost in their e-wallet account.
3. A customer is undecided about which phone model she will purchase.

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(Feature, Advantage, Benefit)
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Overview

Keywords and expressions

*flagship product/ complacent/
fierce/ competition/ hotline*

Understanding Customer Service

- *Proactive Approach*
- *Reactive Approach*

Customer Service Techniques

- *FAB Technique*
- *PSB Technique*
- *HEARD Technique*
- *CARP Technique*

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