Job Aid

Delivering an Excellent Customer Service Attitude

Purpose: *Use this job aid to review how to bring an excellent attitude to your customer service.*

The goal of customer support should be to provide the best possible customer service for all customers who contact your support center.

Creating optimum customer satisfaction is largely dependent upon the Customer Service Representative (CSR) having an excellent customer service attitude.

Conveying a willingness to help

CSRs should, under all circumstances, make themselves available to help customers in any way they can. This involves ensuring customers know that solutions are available and being receptive to problems.

Treating all customers with respect and courtesy

Courtesy and respect encourage a reciprocal reaction from customers, and make it easier to provide services. This involves being polite, honest, and understanding, and recognizing that customers with problems may be under stress.

Maintaining a positive attitude

A CSR should always maintain a positive, polite, and friendly service attitude. This positively affects both customers and coworkers.

Taking ownership of the situation and seeing it through to resolution

Customer Service Representatives should take ownership of a customer's request. This involves making guarantees about deliverables, including the nature of the proposed solutions, the time frame, and exact deliverables. The CSR must also be personally responsible, following through with all necessary steps and keeping customers informed.

Actively listening to customers

A CSR employs active listening skills so that customers feel like the CSR is listening and understanding their concerns. Active listening skills include concentrating on the speaker's words and any underlying meaning, paraphrasing the speaker's statements or concerns, nodding to show understanding, or making eye contact.

Using inclusive language

A CSR uses inclusive language to help build a relationship that is not based on blame. By employing inclusive statements such as "we" and "ours," a CSR strengthens the relationship by diminishing a customer's feelings of isolation or alienation.

Course: Support Center Services and Work Environment
Topic: Great Service Attitudes

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