



**CUSTOMER SERVICE**

The image features a large blue semi-circle on the right side. In the center, the words "CUSTOMER SERVICE" are written in a bold, orange, sans-serif font. To the left of the text is a purple circle. Above the text is an orange L-shaped graphic. In the top right corner is a teal semi-circle. On the left side, there are two vertical teal dashes and an orange square outline. Below the text, there are several teal dashes of varying lengths and orientations.

# WHO IS A CUSTOMER?



Oxford dictionary defines a customer as; a person or thing of a specified kind that one has to deal with. No organization/agency exists independent of customers.

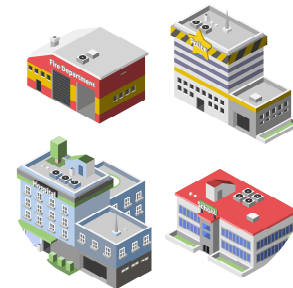
**They are not an interruption to your work, they are the reason you work.**

Field personnel



CO-workers

The public



Public/Private Businesses



# CUSTOMER SERVICE

Customer service is the art of deliberately providing high quality assistance that seeks to satisfy an individual's needs or concerns. Effective and efficient customer service goes beyond performing the mandatory minimum requirements of an outlined duty/function.



# THE FOCUS

A key focus of customer service is customer perception. It is imperative that you put yourself in your customer's shoes whenever you are interacting/dealing with any customer. An opinion is being formed about your agency with every exchange. This is usually based on the tone use, the choice of words and whether or not the customers concerns were properly addressed or their issues satisfactorily resolved.



# THE GOAL



- Treat all customers with consideration and respect.
- Never judge or discredit your customers.
- Be mentally prepared for any and all scenarios at all times.
- Remain objective and provide viable alternatives when necessary.
- Never display sarcasm or irritation (watch your tone).
- Show interest in the details of the customer's concern by taking them seriously?
- Never scold or chastise your customers for providing information, even if you believe the information to be irrelevant or insignificant.

Good customer service is ultimately about customer satisfaction. Your interaction determines the customer's perception of the agency. Remain composed and professional at all times. NEVER use the phrase "you have to..." A customer wants and deserves to be treated with respect.



"Customer service is not a department, ... it's everyone's job"



Thank you

**FL APCO TRAINING COMMITTEE**