

Lesson Four: A Definition of Customer Service

Whether you are communicating as a contractor with someone who is using your service or you are selling directly to customers, you must approach your task with the intent on pleasing the customer. How do you deal with even difficult customers? Practice. In this lesson we will learn what is expected when providing quality customer service and learn strategies for dealing with difficult customers.

STANDARDS ALIGNMENT

- **North Carolina Essential Standards Guidance**
 - I.SE.3.2 Use communication strategies that emphasize clarity and precision to achieve desired outcomes.
 - I. CR.2.1 Apply academic and employment readiness skills in work-based learning situations such as internships, shadowing, and/or mentoring experiences.
- **North Carolina Professional Career Development Coordinator Standards**
 - Standard IV.b Help students develop global employability skills
- **NC Community College System College and Career Ready Adult Basic Education Standards**
 - R.3 The student will develop and demonstrate knowledge of a variety of comprehension strategies to derive meaning from literary, functional, and informational texts.

WORKFORCE DEVELOPMENT STANDARDS

- 20 CFR Parts 676, 677, and 678: Workforce Innovation and Opportunity Act is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Programs are based on eligibility.

STUDENT OBJECTIVES

At the close of the lesson, learners will be able to say... I can:

- List characteristics of good customer service.
- Exemplify good customer service.

MATERIALS NEEDED

- Computer, projector, internet access, YouTube Access
- **I can** statements on poster board or handout
- A piece of paper for each participant
- Posterboard or computer/Word to share group definition of “good customer service”

DELIVERY SUGGESTIONS

The suggested time for the following lesson is 45 minutes. Room arrangement should be in groups of 4. Maximum number of participants is 20.

The following lesson is appropriate for:

- high school students.
- adult learners.

INSTRUCTIONS

1. State and share **I can** statements with participants, so they will know the purpose of the lesson.
2. SAY: *“Today’s session will focus on good customer service. Think of a time you received good customer service. What made the experience positive?”* List responses. If a response is similar to one already written you may use tally marks.
3. SAY: *“Everyone probably knows what “majority rule” means. Raise your hand if you could give a definition of majority rule. What about “consensus”? How is consensus different from majority rule?”* Allow time to discuss. *“We are going to come to a consensus on a definition of good customer service. Let’s begin by talking in groups. Your group should brainstorm characteristics you believe **MUST** be included in the definition. Everyone in the group must agree to the words or phrases included in the list. Then try to write your definition in a complete sentence or two.”* Give each group a piece of poster paper and a marker.
4. SAY: *“Now let’s share our definitions.”* Ask groups to present their definitions. After each group has presented, take a highlighter pen and underline any words or phrases that are repeated in each definition.
5. SAY: *“Now that we have our personal definitions of customer service, let’s look at a video to see if it adds to our definition.”*
Show video: <https://tinyurl.com/customernow>

6. SAY: *“Did any of our definitions use the word “customer-centric”? Now we have a new interview term to use. We have defined what good customer service is; Now let’s look at what it is not.”*
Show video: <https://tinyurl.com/customerdid>
- 7: SAY: *“I bet we have all had experiences like that. What actions of the workers were unprofessional and annoying?”* Allow time to share. *“We know what NOT to do and WHAT to do to provide good customer service.”*
8. SAY: *“Now that we have examined both positive and negative customer service, let’s reflect on our own service. Take out your piece of blank paper given to you when you came in. On the top of the paper write the position you currently hold or one you are apply for (wish to have). Imagine a time where you are interacting with a customer. On one side of the paper, write 2-3 things you can do to give good customer service. Beside this list, write 2-3 things you will CHANGE about your behavior in order to provide even better customer service.”* Allow time to brainstorm. Have participants share answers in groups.
- 9: SAY: *“Today we have defined good customer service and looked at how we can improve our own customer service. Let’s return to our **I Can Statements**. Give me a thumbs up if you feel we met the objective or a thumbs down if you think we did not. We would like your formal input on today’s session. Please complete the survey on today’s session and thank you for your participation.”* Share link below (in evaluation forms) with participants.

<https://conta.cc/3Cx9sSO>

Sources:

- *“What does Customer service mean to you”* YouTube May 9, 2017 Adam Toporek
- *Cleveland, Ohio Training Video - Poor Customer Service Satire*
- *ACE Hardware, 4/27/2015*

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