Happy Customers

Activity One – Expressions.

Here are some expressions to end your telephone conversation on a positive note.

Repeat them to practice pronunciation.

- ***I'm glad we could help you.***
- ***I hope that this will solve the problem.***
- ***Please let us know if we can help you in any other way.***
- ***Is there anything else you need?***
- ***Is there anything else I can help you with today?***
- ***Thanks so much for your patience.***
- ***Thanks for understanding.***
- ***Have a good day.***
- ***Thanks for calling, have a good afternoon.***
- ***Happy shopping!***
- ***Enjoy your day.***



Activity Two – Role-plays - Practice ending conversations.

Give an answer to a customer enquiry about the following things and then end the conversation.

1. Request for an instruction manual.
2. Request for directions to a store.
3. Request for information about an out of stock item.
4. Request for details of a delivery schedule.
5. Request for help after a child's toy was lost in a store.

Activity Three – In your experience:

Ask and answer the questions with your partner or teacher and then discuss.

1. What makes a customer receptive and positive during a phone conversation?
2. What makes the difference when you are talking to a sales assistant?
3. What would make you feel loyal to a store or brand?
4. Does shopping make you stressed or happy?
5. What makes you happy when you are shopping?
6. What makes you happy when you are calling a call centre?
7. What do you think the ingredients are for a positive customer experience?
8. What do you think makes people smile in daily contact with businesses or retail outlets?
9. Do you want your customers to smile?
10. When you speak on the phone at work do you have a smile in your voice?

Activity Four – ARTICLE – Read the article, paying attention to your intonation and stress and then answer the questions at the end.

The Happy Customer: 15 quick ways to make them smile.

By Lorne Pike

The customer is on the phone, or maybe across the counter, and you want to see them smile… and come back again and again. How can you do it? Here are 23 ways to make customers and callers smile and like dealing with you, whether you're a call centre, a restaurant, a hardware store, a travel agent,

1. **Remember their preferences.** Hard to believe that some bank machines still ask what language you prefer, even though you've used the same bank card every week since 1987. Don't be that bank machine. Make note of your regular customers' favorite table or wine or service option. Then, when they call to make a reservation again, say, "You said you loved Table 7 the last time you were here. Want us to see if we can get you there again?"
2. **Smile, even if you're on the phone.** Smiles are always seen and heard.
3. **Hum while you work.** Quietly humming or even softly singing while you work shows some personality and can be soothing, as long as the call is not too urgent and the customer does not sound agitated.
4. **Explain why.** Don't just tell someone they have to buy the special blue recycling bags instead of the clear bags they already have. Explain the blue bag is biodegradable and reduces waste. Suddenly it's not a dumb rule anymore; it's a way to help the cause.
5. **Let them know what's happening.** Waiting can be brutal, so explain why things may take awhile. Knowing is always better than not knowing.
6. **Keep them informed.** If you've had to leave them, call or check back from time to time with someone on hold, even if it's to tell them that you are still there and you're still working on it. At least they won't be wondering whether you forgot about them and went to lunch.
7. **Ask them to talk while you're waiting.** Hey, people hate to wait, but most of us love to talk about ourselves, and hardly anyone ever asks. So if the call is not too urgent or the customer is not too agitated, explain that things will be just another few minutes, and while you're waiting, ask about their hometown or their experience with your company.
8. **Compliment the customer about something.** Sincerely. You want to be very careful about this if you're a guy talking to a female customer; you don't want to creep them out. But pretty much anything else works. A sincere compliment can make almost anyone feel better.
9. **Show some empathy.** If they're frustrated, listen well and acknowledge the difficulties they've been having.
10. **Say you're sorry.** Even if it's not your fault. At least say, "I'm really sorry to hear all the trouble you've been having." That's just being nice.
11. **Be fast.** But don't rush them.
12. If things are just not going well and you've hit an impasse, **be prepared to pass on the call** to another agent or a specialist or supervisor. Sometimes the change in chemistry is all it takes to help move past the impasse.
13. If there's a delay, **ask how they're doing, and listen to what they tell you.** Don't talk about why things are slow and how busy you are and how this has been going on all day and like your computer is older than your grandmother. Show interest in the customer. "I'm really sorry, but we're just going to be a couple of more minutes. This must be frustrating for you. How are you doing, Ms. Kerplosko? Are we taking too long?
14. If there's a long delay, **offer to call them back.** And make sure you do it.
15. **React to their mood.** Sometimes customers love to chat, and sometimes they just want stuff done now. Listen carefully to the level of interaction the client seems to want, and how they respond to your comments and questions. Engage them accordingly. That's a key ingredient to excellent customer service.

Activity Five – **Questions**

1. **Which of these pieces of advice do you like the most?**
2. **Which do you like the least?**
3. **Which do you think could go wrong and be a little dangerous?**
4. **Which do you use in your job?**
5. **Which do you think you will immediately start to use?**

Activity Six – Shiny Happy People

Listen to the song and number the images in the order that you hear them in.
Now sing along!

Shiny happy people laughing
Meet me in the crowd, people, people
Throw your love around,
love me, love me
Take it into town, happy, happy
Put it in the ground
Where the flowers grow
Gold and silver shine
Shiny happy people holding hands
Shiny happy people holding hands

Shiny happy people laughing
Everyone around, love them, love them
Put it in your hands, take it, take it
There's no time to cry, happy, happy
Put it in your heart where tomorrow shines
Gold and silver shine
Shiny happy people holding hands
Shiny happy people holding hands
Shiny happy people laughing
Hey, here we go
Shiny happy people holding hands……



Activity Seven – Smiley Happy Customers.

Here are some expressions to help you have a positive conversation with the customer:

- ***How may I help you today?***
- ***Let's see what I can do.***
- ***I'd be happy to help you with that.***
- ***Absolutely***
- ***Certainly***
- ***I understand***
- ***I'd really like to understand more, can you explain…***
- ***Excuse me but I just want to get this all written down so that we can help you.***
- ***The next step is for me to…***
- ***The next thing we need to do is…***
- ***What we need to find out is…***
- ***Could I ask you if…***
- ***I'm sure we can find a solution.***
- ***I'd really like to help to resolve this.***
- ***I'm so sorry to hear that***
- ***That must have been frustrating***
- ***How annoying for you***
- ***Let's see how we can make amends***
- ***Let's see how we can resolve this***

Activity Eight – Act it out.

Act out the following role-plays where the customer is angry and the sales assistant makes them happy again!

1. John calls customer service because he can't find what he is looking for on the web site.

2. Jane calls customer service because a sales assistant was very rude to her when she visited the store and it ruined her day.

3. Jill calls customer service because he lost his pet monkey in the store and had to go home without him.

4. Jasper comes into the store and goes to the customer service desk because he wants to return the item he purchased as it is not does not meet his expectations.

5. Julie calls in at the customer service desk because she is sure she got food poisoning from the restaurant.

Activity Nine – Smiley Happy Clients

Using the ideas from activity four re-write the song

Start like this:

Smiley happy clients talking…



Activity Ten – Discussion.

What's the worst and best conversation you have had in a customer service situation?