

**Customer Service Skills**  
**Fill-in-the-Blank Activity**

Read the 12 sentences related to customer service and use the terms from the word bank to fill in the blank lines. Use each term exactly one time.

**Word Bank**

communicate ▪ listen ▪ remain ▪ treat ▪ greet ▪ make ▪ solve ▪ understand ▪ improve ▪ promise ▪ thank  
▪ write

1. When meeting customers, employees should _____ them in a friendly and polite manner.	2. When providing customer service, employees must first _____ the customer's needs.	3. Employees must _____ all customers with respect.
4. When employees _____ a mistake, they must take responsibility for it.	5. Employees must _____ with customers clearly and respectfully.	6. After helping customers, employees should _____ them for their business.
7. Employees should never _____ to do something they cannot or are not authorized to do.	8. It is important that employees carefully _____ to the customer and ask clarifying questions.	9. Employees should record or _____ down customer contact information and concerns for future reference.
10. Good customer service requires employees to _____ calm during stressful situations.	11. Employees must constantly strive to _____ their customer service skills.	12. Good customer service requires employees to _____ customer problems efficiently and correctly.

**Customer Service Skills**  
**Categorization Activity**

Customer service involves helping customers to purchase, use, or troubleshoot a company's products or services.

Complete the table by categorizing the actions as something employees should *do* or *don't* do to provide excellent customer service. Add your own ideas.

**Employee Actions**

- listen closely to customers and ask clarifying questions
- smile, nod, and use eye contact appropriately
- interrupt customers when they are speaking
- use positive language (e.g., yes, can, will)
- communicate clearly, slowly, and specifically
- use negative language (e.g., no, can't, won't)
- forget to thank the customer
- be creative, flexible, and ready for surprises
- promise something you cannot deliver
- act uninterested, defensive, or angry
- acknowledge and respect customers
- get emotional or take things too personally
- escalate an already tense situation
- be phony or pushy
- remain calm and professional during stressful situations
- choose words, tone, and actions carefully

**Do**

**Don't**

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**Customer Service Skills**  
**Positive Language Activity**

The table below contains workplace situations that require good customer service skills. Read each initial employee response in the “Instead of Saying...” column and then use positive language to restate it within the “Try Saying...” column. The purpose is not to lie to the customer, but rather to listen carefully, acknowledge him or her as a person, and then solve the problem or provide alternatives. Two examples are given.

<b>Workplace Situation</b>	<b>Instead of Saying...</b>	<b>Try Saying...</b>
<p><b>Example #1:</b> A customer calls at 8:55 p.m. wanting to come to the store to buy shoes tonight.</p>	<p>“Our store closes at 9 p.m. We will be gone by the time you get here.”</p>	<p>“Thank you for your interest in buying shoes at our store. We are open every day from 10 a.m. until 9 p.m. We would love to help you then.”</p>
<p><b>Example #2:</b> A customer requests a laptop that your electronics store no longer offers.</p>	<p>“We don’t carry that laptop anymore.”</p>	<p>“Thank you for coming into our store today. Although we do not carry that exact laptop, I can show you several other models that are very similar to it.”</p>
<p>1. You must inform a customer that the size of shirt she needs is out of stock until next week.</p>	<p>“We don’t have the shirt in your size.”</p>	
<p>2. When a customer finally reaches your cash register, he complains about the long lines.</p>	<p>“I am working as fast as I can. Can’t you see we are really busy?”</p>	
<p>3. An angry customer calls on the telephone to say she received the incorrect item in the mail.</p>	<p>“Don’t yell at me. It is not my fault it is not the right item.”</p>	
<p>4. A customer calls to ask a technical question that you are unable to answer.</p>	<p>“I don’t know the answer to that question.”</p>	
<p>5. You work in the jewellery department of a store. A customer asks for help with automotive tires.</p>	<p>“That is not my job. I can’t help you.”</p>	

**Customer Service Skills**  
**Multiple Choice Questions**

Circle the letter of the best answer. Read all choices before responding.

<p>1. A customer approaches John, a store employee. John demonstrates that he is actively listening to the customer by</p> <p>a. using eye contact. b. asking clarifying questions. c. nodding occasionally. d. doing all of the above.</p>	<p>2. To provide good customer service, Allie, a clothing salesperson, should</p> <p>a. wait until the customer asks for help. b. follow the customer around the store. c. greet the customer, introduce herself, and ask if the customer needs help. d. do all of the above.</p>
<p>3. A customer wants to return a broken item. Ravi, a store employee, responds with</p> <p>a. “It is your fault it broke.”</p>	<p>4. An upset customer yells at Marcus, a store employee. Marcus correctly</p> <p>a. remains calm and professional. b. yells back at the customer.</p>

<p>b. "I will give you a full refund. Our store's merchandise breaks often."</p> <p>c. "I understand your frustration. Let me obtain some information from you, and let's see what we can do about it."</p> <p>d. "I am not authorized to refund used products, but I'll make an exception."</p>	<p>c. laughs at the customer.</p> <p>d. asks the customer to leave.</p>
<p><i>5. Anna works at a computer help desk. She carefully listens to each customer without interrupting so she can</i></p> <p>a. learn about the customer's needs.</p> <p>b. show respect for the customer.</p> <p>c. avoid jumping to the wrong conclusion.</p> <p>d. do all of the above.</p>	<p><i>6. An effective and appropriate way of using nonverbal communication while providing customer service is</i></p> <p>a. standing extremely close to the customer.</p> <p>b. smiling and making eye contact.</p> <p>c. looking at the floor.</p> <p>d. touching the customer's arm.</p>
<p><i>7. The best way for Maria to introduce herself to customers is by saying</i></p> <p>a. "Good morning, honey. I am Maria."</p> <p>b. "Good morning. I am Maria."</p> <p>c. "Hi. What's up? I am Maria."</p> <p>d. "Good morning. What's your name?"</p>	<p><i>8. Kaia, an airline customer service agent, answers telephone calls from customers. The first thing Kaia does is</i></p> <p>a. greet the customer and introduce herself by name.</p> <p>b. try to solve the customer's problem.</p> <p>c. determine where the customer lives.</p> <p>d. place the customer on hold.</p>

### **Customer Service Skills** **Free Response Questions**

**Use complete sentences to answer the following questions.**

1. Describe an instance you personally received exceptionally great or exceptionally poor customer service. How did it make you feel about the company and its employees?
2. Empathy is the ability to sense and relate to another person's feelings and emotions. Why is empathy a critical customer service skill?
3. Why is it important to speak slowly, clearly, and specifically when communicating with customers?
4. What strategies can you use to remain calm and professional even when dealing with an irritating or angry customer?