



Customer Service & AI



GREATER PORTLAND
POSTAL CUSTOMER COUNCIL

Getting Started

Each and every one of us serves
customers.

Maybe you're on the frontlines of a
company, serving the people who buy
your products. Or maybe you're a
company owner, serving your staff and
your customers.

Workshop Objectives



- Recognize how your attitude affects customer service
- Identify your customers' needs
- Connect with customers through online tools
- Deal with difficult customers

MODULE TWO

Who We Are and What We Do

What is customer service all about? Who in our organization provides customer service. The simple answer to that question is:_____.



Who Are Customers?

Anyone who relies on you to do a job that will have an effect on their life, their job, or their use of a product, is technically one of your customers.

What is Customer Service?

Everyone remembers bad customer service, and most remember good customer service.





Who Are Customer Service Providers?

Any company will place a strong emphasis on ensuring that the people within their business do their jobs as required.



“

The greatest discovery of my generation is that human beings can alter their lives by altering their attitude of mind.

William James

MODULE THREE

Establishing Your Attitude

Customer service means different things to different people. To some it means going beyond what's expected of you. To others it means adding value and integrity to every interaction.



Appearance Counts!

Most customers wish deal with individuals who look like they have made an effort with their appearance.

The Power of a Smile

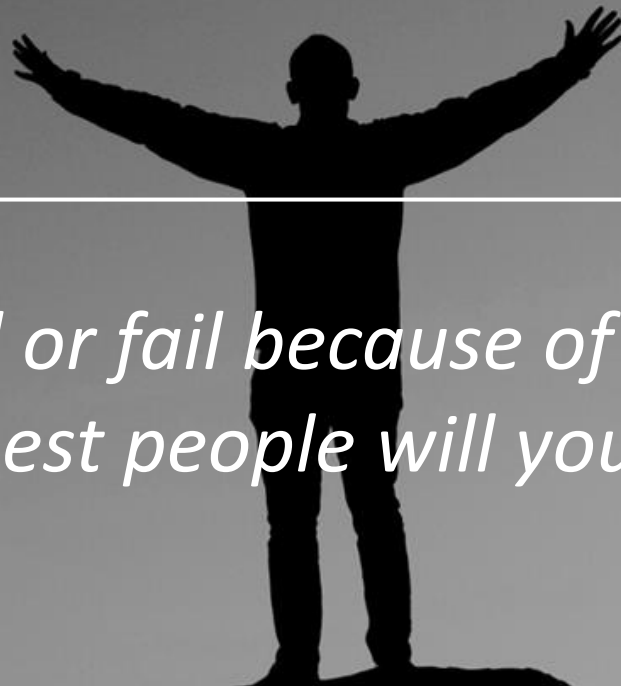
Being positive and friendly plays a major part in ensuring that your customer is a happy one.



Staying Positive

- Rearrange or redecorate your workspace
- Look for opportunities to learn new things





//

Endeavors succeed or fail because of the people involved. Only by attracting the best people will you accomplish great deeds.

Colin Powell

MODULE FOUR

Identifying and Addressing Customer Needs

The most obvious way to find out what customers want and need is to ask them. Businesses spend lots of time and money surveying customers, and they often come up with valuable feedback.



Understanding the Customer's Situation

It is customer service that will bring the most sales and the most repeat business.



Meeting Basic Needs

Friendliness

Understanding and empathy

Fairness

Control

Options and alternatives

Information

Going the Extra Mile

- Learn your customers likes and dislikes
- Contact your customers regularly
- Put their needs high on your priority list



MODULE EIGHT

Providing Electronic Customer Service

A growing number of customer interactions are taking place online. Younger people in particular prefer to do too much of their business online, rather than in person.



The Advantages and Disadvantages of Electronic Communication

We have been using the telephone, writing letters, and speaking directly long before online communication.

Understanding Netiquette

- DO use greetings and closings
- DO remember to check your spelling, grammar, and punctuation





Tips and Tricks

We all have different ways of expressing ourselves in person, on the phone, and the Internet.

Eliminate Electronic Ping Pong

Sending ten e-mails when two or three messages would be sufficient.



Using ChatGPT in --- Customer Service



Using ChatGPT in Customer Service

- Imagine the Brooklyn Bridge during rush hour, bathed in the golden hues of the setting sun. The bridge is crowded with a variety of vehicles bumper to bumper, their headlights illuminating the roadway. Among them, a sleek, modern car stands out for its vibrant color and stylish design, inching forward amidst taxis, buses, and commuters eager to get home. The iconic New York skyline, with its towering skyscrapers, forms a majestic backdrop. The East River below reflects the dazzling city lights as the day transitions into night, capturing the essence of New York's never-ending energy.



Wrapping Up

Although this workshop is coming to a close, we hope that your journey to understanding Customer Service & AI is just beginning.



Questions

Quality in service or product is not what you put into it. It is what the client or customer gets out of it.

- Peter Drucker

Biggest question: Isn't it really "customer helping" rather than customer service? And wouldn't you deliver better service if you thought of it that way?

- Jeffrey Gitomer

The longer you wait, the harder it is to produce outstanding customer service.

- William H. Davidow



Floyd Creecy, *PMP, CMDSM, ITILv3, EMCM, MDC*

Portfolio Manager

(443) 762-4343

fcreecy@heitechservices.com

www.heitechservices.com