Introduction to Careers in Hospitality and Tourism

Unit 4 – The Role of Customer Service

**Instructional Strategy 15**

**The ABC’s of Customer Service**

A- Arrive at work on time, prepared, and with a smile.

B - Believe in the organization and the products or services you are representing.

C - Choose an attitude of service. Your customers should feel that you enjoy your job.

D - Dress appropriately for the work that you do.

E - Empathize with customers, and show them that you understand.

F - Find answers if you don't have them.

G - Give customers outstanding service even when they are not buying from you.

H - Help coworkers and other internal customers when needed.

I - Initiate contact with customers. Don't wait to be approached.

J - Justify your reasoning and offer available alternatives when you must say "no."

K - Know as much as possible about your organization and its products and services.

L - Leave your personal problems at the door.

M - Mind your manners. Say "please" and "thank you" often.

N - Never say, "That's not my job."

O - Own problems. Don't pass the buck.

P - Prioritize what's important. People should come before inventory, internal processes, etc.

Q - Question your organization about policies and procedures that hinder your ability to give good service.

R - Respond quickly and efficiently to customer requests.

S - Speak clearly and professionally. Save slang for your off time.

T - Treat people fairly, and apply policies and processes consistently.

U - Use body language that says "I'm here and ready to help."

V - Verify that your customers are satisfied and that you have answered all of their questions before ending calls, sales, and other

interactions.

W - Walk customers through any complicated processes or procedures to reduce confusion later.

X - X-out complaining, personal conversations, and other behaviors that reduce your ability to remain positive and engaged.

Y - Yell and yell back at no one while at work. Keep your conversations professional at all times, even if you are being attacked.

Z - Zero in on how you can help by listening more and talking less.