

## EXTRA ACTIVITY 1

### Who's Responsible For Customer Service?

Cherise is a receptionist at a Speedy Oil Change garage. The problem is, Cherise is also a speedy talker. When customers call, they often can't understand her as she rattles through her greeting:

“Goodmorningthisisspeedyoilchangecherisespeakinghowmayidirectyourcall?”

The boss reminded Cherise that because she provides the first impression a new customer gets about his business, her communication skills are critical. She needs to:

- Speak distinctly and use a pleasant voice
- Listen attentively and answer questions politely

Cherise never thought she was involved in customer service; she figured that was her supervisor's job. Now she realizes that every employee is an important representative of the company—from the president of the company to the clean-up crew—because every employee serves clients in one way or another.

Think of your own experiences as a customer. You've probably had some pretty good ones and some pretty bad ones! Use the table on the next page to give examples of situations that illustrate quality customer service. Then list some examples of poor customer service—the kind you don't appreciate, and the kind you don't want to exhibit as a representative of your company.

When you are finished, share your examples with others in your class, and talk about how the bad examples could have been improved.

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**Communicating with Customers, Workshop 1**

<b>Factors of Customer Service</b>	<b>Good Examples I've Seen</b>	<b>Bad Examples I've Seen</b>
Responsiveness		
Reliability		
Assurance		
Empathy		
Appearance		