



# Customer Service Essentials

## Coaching Skills & Feedback Model



*As a supervisor or manager, you play a critical role in ensuring that our customers receive the highest levels of service. Your ability to effectively coach your staff in the area of Customer Service is what will make the Customer Service Essentials training “stick” and have a significant impact on your team and the service they provide.*

### Customer Service Essentials Coaching Skills

As you emphasize the value of customer service in your team's ongoing work, here are a few strategies to keep in mind:

- ✓ Discuss customer service challenges and successes at staff meetings.
- ✓ Spend time with team members in the field to understand their customer service challenges.
- ✓ Model customer service excellence in your interactions with your staff and customers.
- ✓ Make sure customer expectations and standards are clear to your staff. Don't assume they know!
- ✓ Make your feedback specific, clear, and based on observations.

### Coaching/Feedback Model

Providing your staff with feedback on their customer service interactions is one of the most effective ways you can support your team's growth and development in the area of customer service.

Here is a feedback model to assist you in coaching your team on their customer service successes and areas of improvement.

#### Step 1: Open the conversation with an affirmative statement

- Acknowledge that the staff member is working hard, that the call volume is high, etc.

#### Step 2: State what was specifically done

- Describe the behavior (not their judgment or intention).
- Limit the feedback to a couple of items – avoid feedback overload.

#### Step 3: Say why the behavior was effective or ineffective

- If it was effective, explain why – say more than “good job.”
- If it was ineffective, explain why AND offer an alternate approach that would be more effective in the future while explaining why it would be more effective.

#### Step 4: Involve the individual in the conversation

- Ask open-ended questions (Ex. How does that sound to you?).
- Find out their side of the situation.
- Show support for their effort.



*As you coach your staff on the Customer Service Essentials, remember that learning is a gradual process and happens over time. Feedback that is most successful is done on a continuous basis at various points of development, so that staff has time to practice and gain mastery of these new skills.*