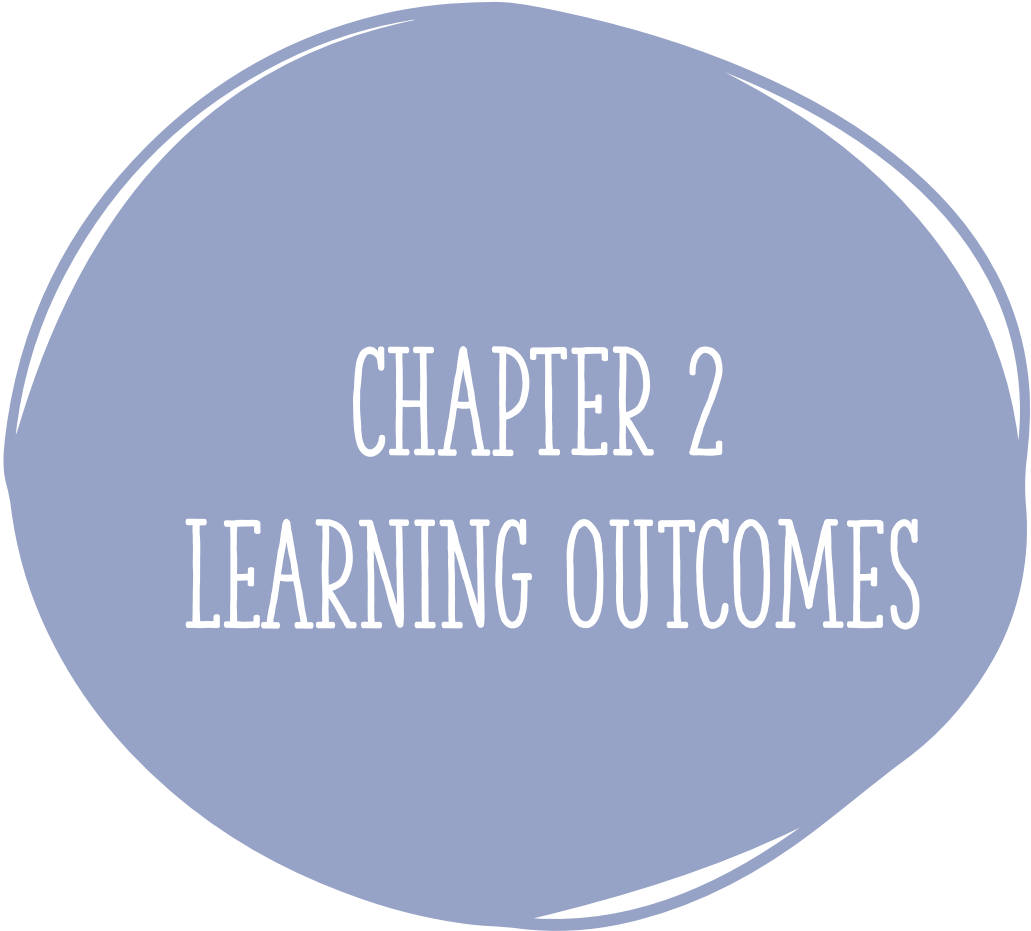


# BEING A CUSTOMER SERVICE REPRESENTATIVE (CSR)

Chapter 2  
Customer Centric Strategy  
Kerri Shields | Pressbooks





## CHAPTER 2

# LEARNING OUTCOMES

1. Describe the role of the customer service representative.
2. Identify skills required by customer service representatives.
3. List the benefits of providing excellent customer service.
4. Use positive language that will enhance customer relationships.
5. Use a variety of non-verbal communication strategies.
6. Describe why active listening is important to customer service.
7. Practice daily rituals to maintain a positive attitude.
8. Apply stress management techniques.
9. Apply time management techniques.



# CUSTOMER SERVICE REPRESENTATIVE

Customer service representatives (CSR) are responsible for addressing customer needs and ensuring they have a good experience.

When you think of the people that work in a customer service role, who do you think of?







# CSR CAPABILITIES

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Some of the capabilities customer service professionals must have include the following:

- Service Orientation, CSR's serve both internal and external customers.
- Broad knowledge of products and services
- Positive, customer-focused, "can-do" attitude
- Interpersonal communication, team spirit
- Problem-solving, creativity, conflict resolution
- Time management, stress management



# GREAT SERVICE: EMPLOYEE BENEFITS

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- Receive promotions, bonuses, recognition
- Receive project opportunities, growth opportunities
- Retain employment
- Intrinsic rewards from knowing you did the best job you could
- Better relationships with customers
- Better relationships with colleagues
- Better relationships with management
- Happier life



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# GREAT SERVICE: COMPANY BENEFITS

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- Positive reviews from customers
- Increased revenues, customers spend more, give referrals
- Positive word-of-mouth, positive company image
- Retain employees longer
- Company growth
- Customers involved in company projects
- Increased customer lifetime value (CLV)
- Retaining customers longer, reducing costs in recruiting new customers



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# GREAT SERVICE: CUSTOMER BENEFITS

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- Obtain objectives and have issues resolved
- Get involved in company projects
- Rewards for continued loyalty
- Build relationships with employees
- Take advantage of company opportunities
- Happier life



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# CSR CAPABILITIES: FUNDAMENTAL WORK SKILLS

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The following fundamental work skills are identified by the Conference Board of Canada as skills you need to enter, stay in, and progress in the world of work—whether you work on your own or as a part of a team.

- Communicate
- Manage Information
- Use Numbers
- Think and Solve Problems
- Use Digital Tools



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# CSR CAPABILITIES: COMMUNICATE EFFECTIVELY

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Being able to communicate effectively is a fundamental work skill.

Verbal communication refers to the ability of a customer service representative to think of the right words in order to appease a customer and provide a solution.

Improving your cultural intelligence by learning about various cultures will help you become a better communicator.



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# CSR CAPABILITIES: COMMUNICATE NON-VERBALLY

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Non-verbal communication refers to gestures, facial expressions, eye contact, body language, posture, and other ways people can communicate without using language.



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# 10 TIPS FOR EFFECTIVE COMMUNICATION WITH CUSTOMERS

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- Patience is a must.
- Accuracy of information is key.
- Proactive approach always delights customers.
- Attentiveness helps.
- Avoid interrupting.
- Know your product/service offered inside out.
- Honesty works every time.
- Active Listening and acknowledgements do wonders.
- Analogies help in getting your message across.
- Don't take short cuts.



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## CSR CAPABILITIES: USE POSITIVE LANGUAGE

Using positive language is the art of using words and phrases to communicate a positive, supportive tone to your customers (or anyone else for that matter) is a Fundamental Work Skill.



# CSR CAPABILITIES: ACTIVELY LISTEN

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- Focus on what your customer is saying.
- Try not to let your mind wander while your customer is speaking.
- You may ask customers questions to obtain more details of what the issue is.
- Paraphrase what the customer has said and ask the customer if your understanding of what they have told you is correct.



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# CSR CAPABILITIES: THINK AND SOLVE PROBLEMS

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Thinking and solving problems is a fundamental work skill. Service recovery is a company's resolution of a problem from a dissatisfied customer, converting them into a loyal customer.





# PROBLEM-SOLVING MODEL

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1. Identify or define the real problem.
2. Compile and analyze the data.
3. Develop alternate solutions.
4. Select a solution.
5. Implement the solution.
6. Evaluate the outcome.



# CSR CAPABILITIES: MANAGE INFORMATION

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Manage information such as email, phone calls, texting, social media, virtual meetings and video conferencing is a fundamental work skill.



# CSR CAPABILITIES: PERSONAL MANAGEMENT SKILLS

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The following fundamental work skills are identified by the Conference Board of Canada as skills you need to enter, stay in, and progress in the world of work—whether you work on your own or as a part of a team.

- Demonstrate Positive Attitudes and Behaviours
- Be Responsible
- Be Adaptable
- Work Safely
- Learn Constantly



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## CSR CAPABILITIES: BE RESPONSIBLE AND PROFESSIONAL

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Professionalism is a personal management skill and leads to workplace success, a strong professional reputation, and a high level of work ethic and excellence.





# CSR CAPABILITIES: LEARN CONTINUOUSLY

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Learning continuously is a personal management skill. To provide the right answers, you must know your product, service or advocacy issues extremely well.





# CSR CAPABILITIES: MAINTAIN A POSITIVE ATTITUDE

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A positive attitude is a personal management skill. It is a mindset that helps you see and recognize opportunities. A few ways to stay positive: eat a good breakfast, exercise, smile.

Can you think of a few others?



# CSR CAPABILITIES: MANAGE STRESS

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- Managing stress is a personal management skill. Identifying what causes you stress will help you manage stress.
- What causes you stress?
- How might you best deal with it?



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## CSR CAPABILITIES: MANAGE YOUR TIME

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Managing your time is a personal management skill that will make you more productive and reduce stress.

Use a calendar or schedule book, whether paper or electronic, to keep track of tasks you need to complete.



# CSR CAPABILITIES: TEAMWORK SKILLS

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The following fundamental work skills are identified by the Conference Board of Canada as skills you need to enter, stay in, and progress in the world of work—whether you work on your own or as a part of a team.

- Work with Others
- Participate in Projects and Tasks




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## CSR CAPABILITIES: WORK EFFECTIVELY IN TEAMS

To be a valued team member you should make a commitment to the team goals, create a collaborative working environment, and support team decisions.





# CHARACTERISTICS OF AN EFFECTIVE TEAM MEMBER

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- Shows commitment to the team and its goals.
- Works for consensus on decisions.
- Shares openly and authentically with others.
- Demonstrates reliability to complete tasks.
- Can you think of a few more?



# CSR CAPABILITIES: PARTICIPATE IN TEAM PRESENTATIONS

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To present as a team, you must know each person's part of the presentation so that should someone need help or become ill the day of the presentation you can step up and present their portion of the overall presentation.

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# CSR CAPABILITIES: PARTICIPATE IN TEAM MEETINGS

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Team meetings are crucial for sharing ideas, disseminating data to everyone at the same time, allowing for discussions, and making decisions.





# CSR CAPABILITIES: PARTICIPATE IN PROJECTS AND TASKS

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It is important to participate in projects and tasks contributing to the team effort even when you are not that interested in your job or the project itself; otherwise, your colleagues and managers may get a negative impression of you which will only hurt your ability to get promotions, bonuses, recognition or work on interesting projects you may wish to be included on.



# CHAPTER 2: THE END

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