



# Customer Service and Communication

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# Customer service and communication

*“Well done is better than well said”*

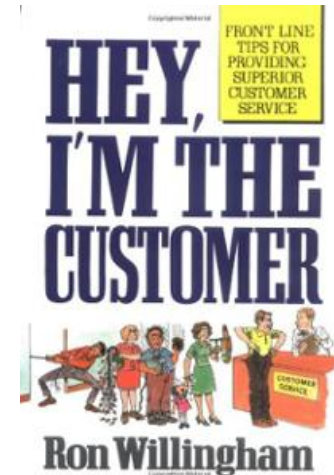
Benjamin Franklin

*“Customer service is not a department,  
it’s everyone’s job”* Anonymous

*“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better”* **Jeff Bezos, CEO Amazon.com**

*“One of the biggest mistakes in communication is the illusion it has taken place”*

**George Bernard Shaw**



## Top 5 priorities CEO in UK:

Customer relationships

Operational excellence

Human capital

Government regulation

Brand and Reputation

# Impact of effective management communication



## Discussion – Making an impact “Communication matters”

Discuss:

- Main aspects of effective communication with your team
- How do you link this to improved customer service



## Summary

- Exclusive to inclusive communication
- Controlling to coaching communication style
- Competitive to collaborative workplaces



# Handling Difficult Conversations

*“The biggest single mistake in communication is the illusion that it’s taken place”*

George Bernard Shaw



# Communication process

**Feel the love...**



**Some like it  
hot!**

First seek to understand

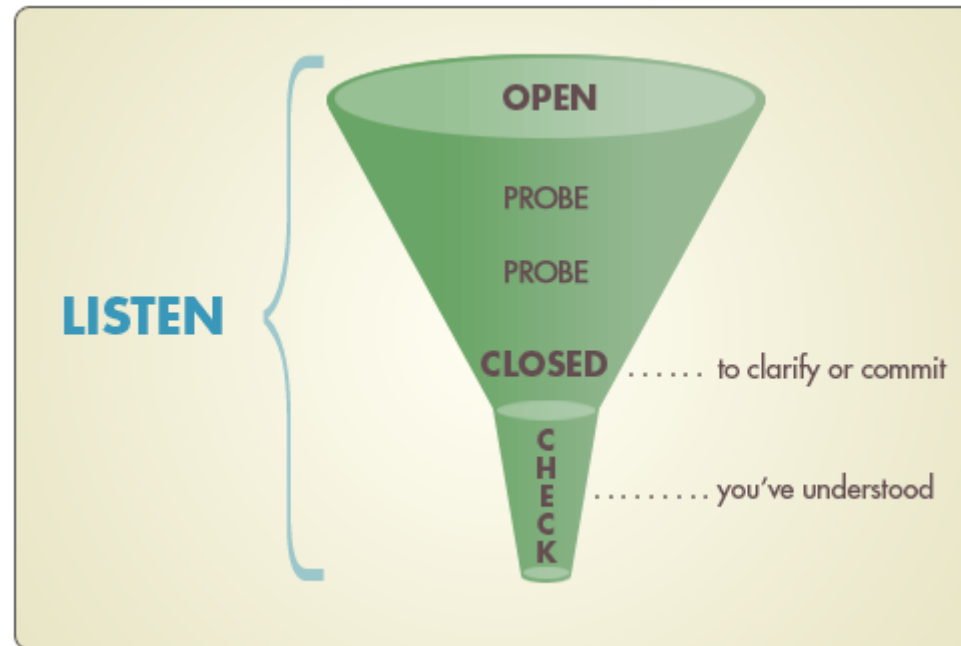
- Build rapport
- Be a good listener
- Ask questions

Gain confidence

- Deal with it

# Using questions

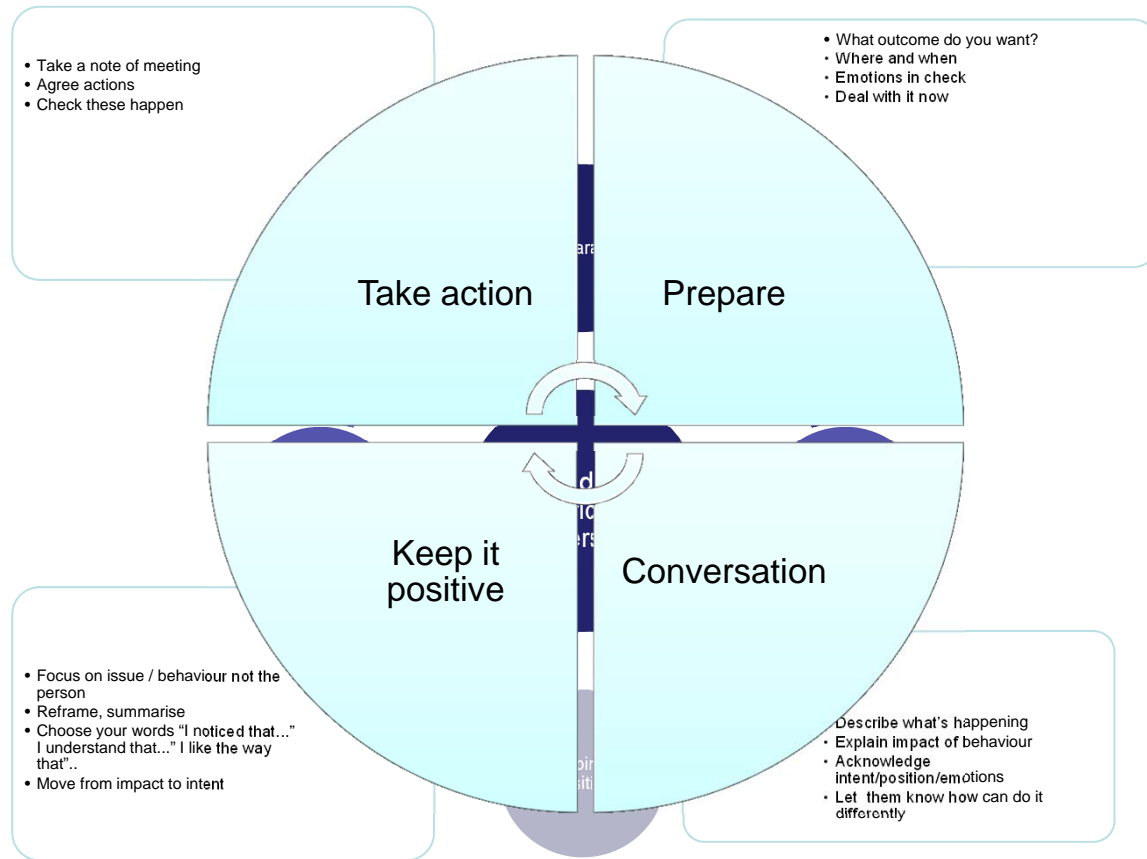
...to get to the issues...





Communication -  
you need to be a good listener!

# Gaining confidence





Some like it hot!

# Scenario 1

Sickness absence levels in your team are well below the average for your service area

You need to reach agreement with your team about the measures to decrease sickness absence in order meet acceptable targets

Remember to draw on your own experience

## Scenario 2

Productivity has fallen to an all year round low  
for your team

You need to gain agreement from your team on how to  
increase productivity and hit targets

Remember to draw on your own experience