

Customer Service Skills

Customer Service Skills – Quick Reference Notes

1. Core Competencies

Skill	What It Means	Why It Matters	Tips to Develop
Active Listening	Fully concentrating on the customer, confirming understanding, and responding appropriately.	Prevents misunderstandings; builds trust.	• Paraphrase the request. • Use “I hear you saying...” • Avoid interrupting. • Mirror emotions (“I understand how frustrating that must be”).
Empathy	Recognizing and sharing the customer’s feelings.	Turns a complaint into a collaborative problem-solving session.	• Use a calm tone. • Use short sentences.
Clear Communication	Conveying information in simple, concise language, both spoken and written.	Reduces errors and speeds resolution.	• Avoid jargon. • Confirm the next steps.
Product/Service Knowledge	Deep, up-to-date understanding of what you’re supporting.	Enables quick, accurate answers; boosts credibility.	• Review FAQs daily. • Test the product yourself.
Problem Solving	Identifying the root cause, exploring options, and delivering a solution.	Increases first-contact resolution (FCR).	• Ask “What happened?” before jumping to fixes. • Keep a troubleshooting checklist.
Patience & Calmness	Maintaining composure, especially with upset customers.	Prevents escalation; models professionalism.	• Take a deep breath before responding. • Use a neutral tone.

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Time Management	Prioritizing tickets, handling multiple interactions efficiently.	Improves response times and workload balance.	• Use the “Eisenhower Matrix” for tasks. • Set realistic expectations (“I’ll get back to you within 2 hours”).
Positive Attitude	Conveying optimism and willingness to help.	Influences customer perception; creates loyalty.	• Use upbeat language (“Let’s get this sorted for you”).
Adaptability	Adjusting approach based on channel (phone, chat, email, social) and customer personality.	Meets diverse expectations; reduces friction.	• Practice role?plays for different scenarios.
Conflict Resolution	Defusing tension, finding win?win outcomes.	Turns negative experiences into brand advocates.	• Acknowledge the issue, apologize, propose a remedy.

2. The Customer Service Interaction Flow

1. **Greeting** – Warm, personalized welcome.
2. **Verification** – Confirm identity (if needed) while respecting privacy.
3. **Listening & Clarifying** – Use active listening; ask open?ended questions.
4. **Empathy Statement** – Show you understand the customer’s feelings.
5. **Problem Diagnosis** – Gather facts, reproduce the issue, consult knowledge base.
6. **Solution Proposal** – Offer clear options; explain pros/cons.
7. **Confirmation** – Ensure the customer agrees and understands the next steps.
8. **Action & Follow?Up** – Execute the solution, document the interaction, schedule follow?up if required.
9. **Closing** – Thank the customer, invite further questions, and end on a positive note.

Visual cue: **G?L?L?E?D?C?A?F?C** (first letters of each step).

3. Communication Channels – Nuances

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Channel	Tone	Length	Typical Response Time	Key Adjustments
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Phone	Convers			
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