

Slide 1

**CUSTOMER SERVICE**

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Slide 2

**PRESENTER**

**Drew McLaughlin ASCS, CVI**

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Slide 3

**DISCLAIMER**

This presentation is not intended to be a comprehensive program covering all aspects of this topic. All technicians are encouraged to read and follow all applicable standards, codes and regulations related to this topic.

- ✓ It is the responsibility of each individual contractor to follow local building codes and licensing requirements and to work safely in accordance with OSHA guidelines.
- ✓ It is the contractor's responsibility to take proper precautions on each project to prevent cross contamination. Always take the health and safety of the building occupants into consideration before you conduct any cleaning procedures.
- ✓ All of the following tips are only general tips. They do not cover every situation and it is your responsibility to adapt these tips to the individual system you are working on.
- ✓ The Instructor is not responsible in any way for the work you perform after viewing this slide show. You are responsible for your own work.
- ✓ The views and opinions following are the instructors' opinions and not necessarily the official position of the National Air Duct Cleaners Association.

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Slide 4



**What Is Customer Service?**

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Slide 5



**What Is Customer Service**

**Customer Service Is:**

- The Assistance
- The Support
- The Guidance

**Provided to the Customer:**

- Before
- During
- After

**They Purchase a Product or Service**

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Slide 6



**What Is Customer Service**

It involves addressing customer inquiries, resolving problems, and ensuring a positive experience with the company.

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Slide 7



**What Is Customer Service**

Good customer service is key to building strong relationships with customers, fostering brand loyalty, and encouraging repeat business.

It can take various forms, including in-person interactions, phone calls, email, live chat, and social media, depending on the company's operations and the customer's preferred communication method.

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Slide 8



**What is Customer Service**

Effective customer service typically focuses on qualities like empathy, active listening, timely responses, and problem-solving to meet or exceed customer expectations.

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Slide 9



**Skills Required**

To provide effective customer service, a range of skills are essential to ensure a positive experience for customers and efficiently address their needs.

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Slide 10



**Skills Required**

### Communication Skills

- **Active Listening:** Understanding the customer's needs and concerns by paying full attention to them.
- **Clear Communication:** Expressing information in a concise, clear, and polite manner.
- **Empathy:** Understanding and relating to the customer's feelings and showing genuine care.

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Slide 11



**Skills Required**

### Problem-Solving Skills

- **Critical Thinking:** Analyzing issues and finding effective solutions quickly.
- **Creativity:** Thinking outside the box to resolve complex or unique customer issues.
- **Resourcefulness:** Using available resources efficiently to solve problems.

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Slide 12



**Skills Required**

### Patience

- Staying calm when dealing with difficult or frustrated customers and working through problems without rushing the interaction.

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Slide 13



**Skills Required**

### Product or Service Knowledge

- Having a deep understanding of the product or service to answer questions accurately and provide solutions that align with customer needs.

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Slide 14



**Skills Required**

### Positive Attitude

- Maintaining a friendly, helpful, and positive tone, even in stressful situations, to build trust and rapport with customers.

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Slide 15



**Skills Required**

### Time Management

- Prioritizing tasks and managing multiple inquiries efficiently, especially in high-volume environments.

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Slide 16



**Adaptability**

- Being flexible and open to changing circumstances, new customer needs, or feedback from supervisors.

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Slide 17



**Skills Required**

**Attention to Detail**

- Ensuring accuracy in addressing customer inquiries, handling data, and following up on customer needs.

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Slide 18



**Skills Required**

**Emotional Intelligence**

- Recognizing and managing your emotions, as well as understanding the emotional needs of customers, to handle interactions with sensitivity.

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Slide 19



**Skills Required**

### Conflict Resolution

- De-escalating tense situations and finding compromises that leave customers satisfied.

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Slide 20



**Implementation**

### Teamwork

- Collaborating with other team members or departments to solve customer issues and improve service quality.

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Slide 21



**Implementation**

By regularly practicing these customer service skills in everyday situations, you can improve your interpersonal relationships, boost productivity, and handle conflicts more effectively. It's about consciously applying these skills in all interactions, making them second nature over time.

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Slide 22



Implementation

Exceptional customer service is not just about solving problems—it's about creating lasting relationships that turn customers into advocates and every interaction into an opportunity to build trust and loyalty.

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Slide 23



Implementation

As we move forward, let's commit to making every customer interaction meaningful, ensuring that our service reflects our dedication to their satisfaction and success.

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Slide 24



**Q&A**  
You have Questions  
We have Answers

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Slide 25



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CONFERENCE**

**Presenter Contact Information**

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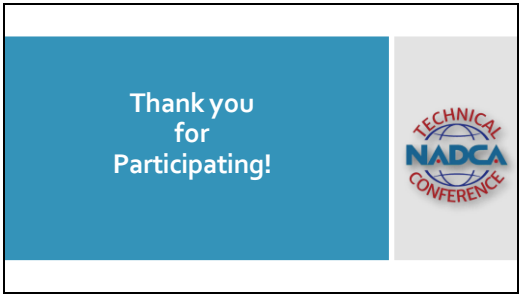
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Slide 26



**Thank you  
for  
Participating!**

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