

Customer Relations: Grades 11, 12

Adopted 2009

Introduction to Customer Relations

1.1 Define terms related to customer relations

1. Use terms in context 1.1.1
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1.2 Describe impact of good customer relations

1. List factors that encourage repeat business 1.2.1
 2. Analyze the effects of customer relations on the success of a business 1.2.2
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1.3 Recognize types of customers - Discount customers - Impulse customers - Loyal customers - Need-based customers - Wandering customers

1. Classify strategies for serving the needs of different types of customers 1.3.1
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1.4 Identify components of a quality customer relations mission statement - visionary - broad - realistic - motivational - short and concise - easily understood

1. Analyze sample mission statements using classroom technology 1.4.1
 2. Create a quality mission statement for the classroom 1.4.2
 3. Model behaviors reflected in an organization's mission statement 1.4.3
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Preparing for the Customer

2.1 Define terms related to preparing for the customer

1. Use terms in context 2.1.1
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2.2 Explain the need to inform customers about products, policies, and services

1. Choose methods needed to inform customers about products, policies and service 2.2.1
2. Analyze scenarios depicting customer needs 2.2.2
3. Differentiate between customer needs and company policies 2.2.3

2.3 Identify acceptable customer relations practices that are sensitive to cultural, religious, disability, and gender issues

1. Analyze effects of customer relations on meeting the needs of various populations 2.3.1
 2. Analyze scenarios depicting competent practices that are sensitive to various populations 2.3.2
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Customer Interaction

3.1 Define terms related to customer interaction

1. Use terms in context 3.1.1
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3.2 Identify ways to establish rapport and trust with the customer

1. Demonstrate the ability to empathize with a customer 3.2.1
 2. Exhibit an understanding of a situation from the customer's perspective 3.2.2
 3. Describe behaviors and attitudes that create barriers which limit rapport with customers 3.2.3
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3.3 Identify communication skills and their effects on customer relations

1. Compare and contrast communication styles
 - Passive
 - Aggressive
 - Passive-Aggressive
 - Assertive 3.3.1
 2. Demonstrate active listening skills
 - Repeat
 - Paraphrase
 - Clarify
 - Feedback 3.3.2
 3. Model speaking skills to deal effectively with customers through presentations
 - Body language
 - Choose words carefully
 - Eye contact
 - "I" messages
 - Personal space
 - Using your words to keep customers calm
 - Tone of voice 3.3.3
 4. Develop effective etiquette when dealing with customers using communication technology (telephones, intercoms, two-way radios, cellular devices, switchboards, etc.)
 - Create a welcoming impression using voice and greeting
 - Address customers properly
 - Make customer feel glad they called
 - Correctly place customers on hold
 - Know how and when to transfer customers
 - Taking messages with appropriate information
 - End calls positively and effectively with customers 3.3.4
 5. Demonstrate e-mail and online communication skills 3.3.5
 6. Identify different types of customer service
 - Corrupt interaction
 - Detached interaction
 - High interaction
 - Ideal interaction
 - Low interaction
 - No interaction
 - Transparent interaction
 - Unfulfilling interaction 3.3.6
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Customer Satisfaction

4.1 Define terms related to customer satisfaction

1. Use terms in context 4.1.1

4.2 State perception associated with professional dress and behaviors

1. Analyze the relationship between employee attitude, appearance, and actions and customer satisfaction 4.2.1

4.3 Identify problem solving skills to assure customer satisfaction

1. Examine scenarios to find the root of the problem 4.3.1
2. Predict consequences of not having a problem solving process
 - Creating additional problems while trying to solve one
 - Jumping to conclusions
 - Not getting enough info
 - Resulting in an impasse4.3.2

4.4 State steps to resolve customer complaints - Find out the problem - Listen actively, seek clarification - Consider the customer's feelings - Agree on solution - Follow-up

1. Demonstrate techniques for handling conflicts and complaints 4.4.1
2. Summarize skills necessary to reach a consensus 4.4.2

4.5 Determine the importance of effectively dealing with difficult customers

1. Identify skills necessary to diffuse abusive or hostile customers
 - communication skills
 - problem solving skills
 - negotiation skills4.5.1
2. Develop appropriate strategies for dealing with difficult customers
 - don't take it personally
 - admit when you are wrong
 - see things from a customer's point of view4.5.2
3. Consider the importance of dealing with anger instead of avoiding it 4.5.3

Ongoing Customer Support

5.1 Define terms related to ongoing customer support

1. Use terms in context 5.1.1

5.2 Identify guidelines for creating a valid and reliable survey - avoid leading questions - explain answering procedure - guarantee privacy or anonymity - keep survey brief - pilot test the survey - precise wording - present answer choices from positive to negative - start with easy questions and build to difficult - start with introduction - state goal of survey - use common language and short questions

1. Select sample surveys measuring customer satisfaction using appropriate technology 5.2.1
2. Plan and conduct a survey to follow up on customer satisfaction 5.2.2
3. Compile and analyze data from customer satisfaction survey 5.2.3

5.3 Examine benefits of customer service education and training

- improved customer loyalty
- improved company morale
- improved profitability and job security
- reduced customer complaints
- positive word of mouth advertising

1. Research education and training opportunities in customer relations [5.3.1](#)
2. Obtain national certification including but not limited to National Professional Certification in Customer Service
 - NRF Foundation[5.3.2](#)