



JEFF HAVENS

CUSTOMER

SERVICE VIDEO SERIES

PARTICIPANT WORKBOOK



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INTRODUCTION

Welcome, and congratulations on being forced to read this book! I'm guessing you haven't chosen to read it of your own free will, but on the off-chance that you have, congratulations on being better than everyone around you! The point I'm trying to make is that you should be excited, even giddy, at the prospect of what you're about to experience.

Having worked in a customer service job for seven years of my own life, I know firsthand that customer service has its challenges. A lot of people don't know this, but the word 'customer' is actually derived from the ancient Sanskrit word 'khoostaum,' which means "spawn of the devil camel," and I think we can all agree that that's

a fairly accurate description of some customers. Unfortunately, however, customers have an annoying habit of being necessary in order for you to not starve to death, and so you have to put up with them. And since you do, we figured you may as well enjoy the process. Which is why we put this training together.

This training series consists of 10 videos and is designed to improve your customer service abilities in three main areas:

- **How to improve the customer experience before the customer even appears**
- **How to interact with customers to make them like you and give you their money**
- **How to improve yourself personally to become the kind of individual others are happy to give money to**

The videos are hilarious and may occasionally make you accidentally wet yourself. This workbook includes a summary of each video, along with space for you to take notes and questions designed to get you thinking about how to improve various elements of your customer service abilities. Now ordinarily I would argue that getting better is its own reward, but I know that argument doesn't work on everyone.

So let me use one that does work on everyone. The better you are at customer service, the more easily you'll be able to persuade customers to give you money. The more money they give you, the more quickly you'll be able to stockpile a treasure hoard, and the

more quickly you'll be able to retire to a private island somewhere in your very own private ocean.

Bottom line – we've tried to make this as fun as possible because we think that learning doesn't have to be boring. If this does end up boring you, then there's really only two things to say. First, we're sorry. And second – and more importantly – it's probably your fault. So what are you waiting for? Turn the page and start having fun already!

Author's note: The word 'customer' doesn't really come from the Sanskrit word 'khoostaum.' I totally made that up. But I'll bet you believed it for a second, didn't you?

JEFF HAVENS

SPEAKER & TRAINER

"Customer Service Wizard!"





PART ONE



BEFORE THE CUSTOMER ARRIVES

EPISODE 1

A TALE OF TWO BUSINESSES

First off, sorry that nobody died in that video. I know we teased you with that possibility, but our special-effects budget was slightly lower than the typical action movie.

More importantly, though, good customer service is not simply a bonus when it comes to your business. Often, good customer service is the thing that determines whether people buy your products or services and also whether or not they'll come back to do it again. The more you pay attention to the customer experience, the more customers you'll have.



CLASSROOM DISCUSSION NOTES



SELF-REFLECTION QUESTIONS

It's possible that you're only answering these questions because someone else is forcing you to. But even if that's the case, you may as well do a good job of it. Apologies for channeling my father right now, but you'll get out of this what you put into it. That, and if you do a crappy job I just might figure out where you live and throw eggs at your house. I haven't done that since high school, and I'm long overdue.

- 1. Thinking as a customer service professional, write down the three things, in order, you think are the most important when it comes to delivering excellent customer service.**

2. Thinking as a customer, write down the three things, in order, that are most important to you when deciding whether or not to buy a product or service from one location vs. another.

3. If your answers for the first two questions are different from one another, why are they different? Can you think of any good reasons why they shouldn't be identical?

4. Can you think of time in your own experience, as a customer, when you bought something from a particular location (store, website, etc.) based primarily or entirely on the quality of their customer service? What was it, and what did they do to make you so happy?

5. Can you think of time in your own experience, as a customer, when you decided not to buy something from a particular location (store, website, etc.) based primarily or entirely on the quality of their customer service? What was it, and what did they do to annoy you?

EPISODE 2

PAY ATTENTION TO YOUR ENVIRONMENT

Ever hang out at a hoarder's house or spent the night inside an alley dumpster? If you have, I'll bet you haven't done it twice. That's because our surroundings are extremely important. In fact, when it comes to business, your environment matters as much as the products you're trying to sell and the customer service you're trying to provide. If your customers have to wade through a fetid bog of crap to get to whatever you have to offer them, most of them won't even try. And the ones that do will probably get halfway there, decide it's not worth drowning in a fetid bog, and give up.

So don't force your customers to be bog people. Give them the experience they deserve, and they'll give you... wait for it...money!!!!



SELF-REFLECTION QUESTIONS

Are you presenting your potential customers with the kind of place they want to spend time in? Let's find out!

1. Pick a place where you personally like to do business, either a physical building or an online location. Name three things you like about the environment of that place.

2. If applicable, what are two particular things you really like about the physical environment that your customers experience?

3. If applicable, what are two particular things you think could be improved about the physical environment that your customers experience? How can those things be changed, improved, or replaced in order to provide your customers with a better experience?

4. If applicable, what are two particular elements of your company's online presence that your customers have said they like OR that you think are especially strong?

5. If applicable, what are two particular elements of your company's online presence that your customers have said they don't like OR that you think are particularly weak? How can those things be changed, improved, or replaced in order to provide your customers with a better experience?

6. Can you think of an instance where you are willing to pay more money than is strictly necessary specifically because you like the process of doing business with the company offering the more expensive product?