



**Whiteboard, LLC**

**Maximizing Human Capital**

# The RESPECT™ Model Customer Service

by

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Great customer service starts with . . .

RESPECT



# RESPONSIVE

Respond quickly to customer needs.



# Being responsive means . . .

- Being at the ready! Always observant and attentive – looking for the next customer to walk through the door.
- YOU assuming responsibility for getting to customers as quickly as possible!
- Making sure customers come first! Stop whatever you are doing and take care of the customer.
- If all CSR's are busy, taking the time to acknowledge waiting customers, e.g., “Someone will be right with you.”
- NOT allowing a phone call to detract from a “live” customer interaction. Let the person on the phone know that it will be a few minutes and offer to call back, e.g., “I apologize but we are quite busy right now, may I call you back in a few minutes or would you prefer to hold?”



# EDUCATE

Empower customers with information to better utilize your services and make the best decision for THEM.



# Educating customers means . . .

- Letting customers know about additional products, programs and services, e.g., “Did you know that we are offering a special on . . . .”
- Providing customers with references to other valuable resources, e.g., “Our website contains additional information and links that you may find helpful.”
- Letting customers know how they can save time or money, e.g., “Make sure to save your receipt because it has a coupon for your next purchase.”
- Informing customers of next steps – helping them think ahead to expedite processes and avoid problems.
- Asking customers if they have questions!



# SOLUTION FOCUSED

Customers are looking for solutions –  
NOT excuses!



# Being solution focused means. . .

- Not passing the buck and placing the blame on others – even if a customer’s problem is not your fault, reconciling the problem is *your* responsibility because *you* represent the organization.
- Avoiding language that blames the customer.
- Letting the customer know that you are going to help them resolve the problem.
- Making sure that you fully understand the problem, and obtain and document all relevant information!
- Involving co-workers to help resolve the problem – not just dumping the customer onto another CSR.
- Understanding why and how the problem occurred so that you can improve the process going forward.



# PROFESSIONAL

Treat each customer with  
integrity, dignity, respect  
and professionalism.



# Acting professionally means . . .

- Using the customer's name in conversation, e.g., "Mr. Smith, how may I help you today?"
- Dressing appropriately for your position.
- Looking your customer in the eye!
- Speaking in full sentences using appropriate grammar.
- NOT chewing gum!
- Showing appreciation for the opportunity to serve the customer, e.g., "I am glad that I was able to be of service today."
- Ensuring that you have completely satisfied your customer's needs, e.g., "Is there anything else that I may help you with today?"



# EMPATHIZE

Identify with customers' feelings, i.e., put yourself in their shoes. The customer must feel understood! Although you may view a situation as minor, it may occur as a daunting problem for your customer.



# Showing empathy means . . .

- Being apologetic, compassionate and sincere, e.g., “I am terribly sorry that this happened.”
- Letting the customer know that you understand their upset, e.g., “I can certainly see how that would be frustrating and I would feel the same way.”
- Actively listening to clients both verbally and non-verbally.
- Repeating back customers’ concerns to ensure accuracy and demonstrate clear listening on your part.



# COURTESY

Treat all customers and co-workers with patience, politeness, kindness, sincerity and consideration.



# Showing courtesy means . . .

- Being welcoming, e.g. “Good morning. My name is Greg and I will be happy to help you.”
- Using courteous-speak, e.g., “Please,” “Thank you,” “May I,” “Have a nice afternoon,” “I look forward to seeing you again soon,” etc.
- Holding the door open – anyway you can!
- “Walking” the customer to the solution. For example, if a customer has reached the wrong extension instead of saying, “You’ve got the wrong number, you need to call x25,” say, “I’m sorry, you’ve reached \_\_\_\_\_. You will want to speak to \_\_\_\_\_. Let me transfer you and give you that number so that you have it in the future.”
- Remember -- the antidote for rudeness is courtesy!



# TEAMWORK

Collaborate with co-workers to provide the best possible service.



# Teamwork looks like . . .

- Finding opportunities to help co-workers and saying, “Can I be of any assistance?”
- Asking assistance from a team member to answer a customer’s question, e.g., “I don’t know the answer to that but let me find someone who does.”
- Considering your co-workers as your professional partners and always demonstrating respect through active listening, patience, courtesy and appreciation!
- NOT pointing fingers – remaining focused on the issue and helping the customer.
- Remember – teamwork shows professionalism!



Consider your customers  
as your GUESTS!



RESPECT your  
customers as you would  
want your friends and  
family respected!



# RESPECT™ Customer Service

## Offerings & Pricing

### 1 Hour Talk

- ✓ Audience Size – Unlimited
- ✓ Format – Lecture
- ✓ Price - \$2000.00

- ½ Day Workshop

- ✓ Audience Size – max 30
- ✓ Format – Lecture & Small Group
- ✓ Price - \$2500.00

- 1 Day Workshop

- ✓ Audience Size – max 20
- ✓ Format – Lecture, Small Group & Role-Play with Feedback
- ✓ Price - \$3500.00



# WHITEBOARD, LLC

**Maximizing Human Capital through  
Targeted Behavioral Solutions**

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