

# Feelings



This book belongs to:

**“An organization must know it’s customers level of expectations for these reasons:**

- Do less than customers expect and service is bad.**
- Do exactly what customers expect and service is good.**
- But do more than customers anticipate, and service is perceived as being superior.”**

**“Service is whatever one’s customers think it is.”**

**John Tschohl, Author  
ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE**

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# Feelings

Customer Service Excellence

**Part One:  
The Participant Book**

# Chapter One

## Why Do People Do What They Do?

Why do we do the things we do?

What makes us tick?

How do we make spur of the moment decisions, as well as the important decisions in our lives?

What do you consider when you make a decision?

Feelings Are  
the Key

It's not easy to be certain about what makes us do what we do, but we can be sure most of the time when we know our feelings.

Feelings  
Influence  
Decisions

Our

We like to think that our decisions, especially the important ones, are based only on facts. However, most of the time, our feelings are the key to the decisions we make in everything from our choice of friends to where we live, our jobs, and the cars we drive.

We may back up these gut decisions by comparison or investigation; but in the end, we all put a great deal of emphasis on our feelings (emotions and instincts).

The impact of our feelings isn't limited to big decisions. Feelings also influence where we shop, the restaurants we eat in, products we buy, and our attitudes toward other people.

Quality  
Customer  
Service Is The  
Goal

Because feelings are so important to what we do, we're spending this time learning to understand them better. At the same time we're developing an understanding of how and why the feelings of other people need to be considered every time we communicate with them.

Regardless of the job we perform, we need to strive to deliver quality customer service. Remember, we're all customers numerous times each day. When we go to the doctor, gasoline station, or dry cleaner, we expect courtesy, consideration, help, respect, and support. We expect to be treated as a valued customer.



Opportunities to give quality service exist in every human organization. Customers appreciate it when you show you care about meeting their needs.

This is true in our personal lives, too. Subconsciously, we select friends who treat us as valued customers. We want our families and loved ones to be courteous, helpful, considerate, respectful, and supporting. We are "customers" for those feelings.

Each of Us  
Needs the  
Help of Others

Every day, we require the help and support of other people. Every contact we make with another person has the same element of give and take that we experience when we go into a store or interface on the phone.

When we get the response we want, we feel good about the encounter. Our need for positive interaction with other people is satisfied. We feel good about the experience and repeat it.

The Feelings of  
Others Count

Even if we view our daily contacts with people on the job as routine and boring, we need to consider the feelings of those people. For them, contact with us may not be routine. They have the expectations of a customer built into their feelings.

Unfortunately, in our working lives, we tend to think of the people we encounter as strangers or as faces in the crowd. That doesn't have to be the case.

On the job opportunities for friendship are literally limitless. That's because our customers, the people we're in business to serve, want to be treated well. They want to be treated as friends.

Customers  
Expect Quality  
And Speed

Any number of surveys prove that customers make their decisions on where to buy based on what the organization does or doesn't do to make their experience a pleasant one. Sale prices, advertising, merchandising, location, products, and services will attract customers once; however, it is the quality of the personal relationship that brings people back.

The same is true of any encounter we have with other people. We tend to avoid people with whom we've had a negative experience.

Have you ever walked out of a store when you have been ready to buy something because you couldn't get anyone to wait on you?



The emotional reactions we have to service attitudes strongly influence our buying decisions.

Have you ever avoided a restaurant with great food because the service was slow?

Have you ever used an automatic teller machine to avoid impersonal, uncaring bank tellers?

Have you ever tried to avoid an assignment at work because you didn't get along with the people assigned to help you?

In the end, price, taste, personal service, or importance of the project didn't matter.

That's how much our feelings affect what we do every day.

Good Feelings  
Build a  
Win/Win  
Relationship

Feelings build habits. We do things because we feel good about doing them. Interacting with others gives us the opportunity to feel good about other people, as well as ourselves. This doesn't happen as often as it could, but when it does, it is a win/win encounter for everyone involved.

For example, many people absolutely hate to wait. They want to get in and out as quickly as possible. That's because they see the experience as a real hassle. They feel that trying to get service is frustrating and not worth the effort.

Each Person Is  
Special

What people really want is help, support, consideration, and respect. We want to be treated in a special way with compassion and dignity, and that's what our customers expect from us. We must remember that every person we deal with, at home or on the job, is special. Why is this so important?

Positive  
Communication  
Equals Quality  
Service

The most important ingredient in developing relationships is to treat other people as special. When we do this, they tend to treat us the same way. Suddenly, we're no longer "just another employee," but someone to be remembered. Life moves along smoother, with fewer problems, and our personal and work experiences greatly improve. We establish win/win situations.

How can we make this happen? We can do it with positive communications such as:

- **Praise for a job well done**
- **A smile**
- **A “Thank you”**

Anyone who consistently receives positive feedback feels good personally and feels good about the person giving it.

When we receive negative communication, we have the opposite reaction. Negative communication generates anger and resentment.

Think about your experiences as a customer. Have you ever been ignored when you were trying to get assistance in a bank, drugstore, or supermarket? How did you feel? Have you ever looked for an item in a store and an employee told you, “Never heard of it.”

How do you feel when you call a business and get switched to several people without getting any real help?

A negative experience may take thirteen additional positive encounters to erase that experience.

It benefits us to generate good feelings as often as we can. In every job environment, good feelings usually generate quality customer service.

Negative  
Communication  
Makes Us Feel  
Angry or  
Resentful

Positive  
Relationships  
Really Count

By consistently providing quality service to others, we create positive relationships. This not only helps us and the people we deal with, but the entire organization. Consistent quality service takes consistent effort from each of us.



Caring, courtesy, good service, and friendliness are key ingredients in successful dealings with co-workers.

# Personal Goal Statement

Fill this sheet out to remind you of your goals!

As a way of helping you think about your work goals and their relationship to the quality service you can provide to customers and co-workers, please answer the following questions:

*(This exercise, like many of the others following each chapter, is for your use only to be shared later if you choose.)*

1. List two things you would like to learn that would make your job easier:

1. \_\_\_\_\_

2. \_\_\_\_\_

2. List which job-related skills you would like to improve:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. List one work attitude you would like to change:



# Goal Action Plan

Write an overall goal statement for yourself and what you can contribute to your company:

With a 3-month, 6-month, and 12-month time span in mind, jot down (with reference to your personal goal above) some individual, team/ department and company goals you would like to achieve. Consider strengths and weaknesses of your team and think of targets you would like to achieve and maintain over this time:

3 months:      6 months:      12 months:

Personal Goal:

Team/Department Goal:

Company Goal:

# Chapter One Review

## Points to Remember:

- *We make decisions based on our feelings.*
- *Each of us needs the help and support of others.*

*Dealing with people is a special part of our lives.*

- *The way we provide help and support to others in our dealings with them will influence their feelings.*
- *People need positive communication. The more we receive, the better we feel!*
- *People dislike poor service because it makes us feel unimportant!*
- *Living up to the service expectations of others benefits everyone.*