



Improving Workplace Communications

An Online Continuing Education Course for Engineers

Course Number: PD-2009

Credit: 2 Hours / 2 PDH / 2 CPD

Improving Workplace Communications

Richard Grimes



TABLE OF CONTENTS

COURSE LEARNING OUTCOMES	4
COURSE OVERVIEW	5
MOMENTS OF TRUTH.....	7
ONCE AGAIN... THE BASICS	11
DEVELOPING A CUSTOMER FRIENDLY ATTITUDE	11
EXPANDING YOUR DEFINITION OF SERVICE.....	13
RECONSIDERING WHO YOUR CUSTOMERS ARE	13
FIRST IMPRESSIONS.....	14
VISUAL MESSAGES.....	15
PHONE TONE & OTHER BEHAVIOR	16
DEALING WITH ANGRY CUSTOMERS.....	17
“3 STRIKES AND YOU ARE OUT” RULE	18
DON’T HELP THEM GET ANGRIER.....	19
PLACING THE CALLER (INTERNAL OR EXTERNAL) ON “HOLD”	20
ENDING THE CALL EFFECTIVELY.....	20
RELATING TO YOUR CUSTOMERS	21
SELF-ASSESSMENT SURVEY	21
DEMONSTRATING OUR WORKING STYLE	27
RELATIONAL DIFFERENCES.....	27
ANALYTICAL BEHAVIOR.....	29
AMIABLE BEHAVIOR.....	32
DRIVER BEHAVIOR.....	34
EXPRESSIVE BEHAVIOR.....	37
WORKING STYLE FLEXIBILITY	41
SAY “NO” AND PRESERVE GOOD WILL	43
AVOIDING A “HARD NO”	44
SATISFIED CUSTOMERS NEED MORE THAN THEY EXPECTED	45
BOUNCING BACK FROM BLUNDERS	46
SPECIFIC STEPS TO TAKE	47

COURSE LEARNING OUTCOMES

This course teaches how to improve workplace communications by describing:

- The concept of viewing your daily work from a customer service perspective.
- The three possible outcomes “customers” may experience from encounters with them.
- How to identify “moments of truth” in your daily work life.
- How to analyze your daily interactions for potential opportunities for change.
- The choices of reaction you have when working under stress.
- The messages we send to our customers before we say a single word.
- How to deal effectively with angry customers and still retain good will.
- How to identify your individual working style.
- How to identify the working styles of others.
- How to deal effectively with working styles other than your own.

COURSE OVERVIEW

Many people have probably not considered what it is like (in the eyes of others) to work with them. Like the famous cartoon character, Popeye, they think, *“I am what I am and that’s all that I am...”* and consider nothing more about it.



In reality, the *experience* of working with you can range from someone thinking, *“What a jerk!”* to *“Wow! What a nice person. I’m glad I met him (her)!”*

You may be asking yourself, *“Why should I care what kind of an experience I create when working? I’m paid to work – not to create an experience.”*

In today’s world, that may not be totally true. In fact, the more positive of an experience that you create when interacting with others may do wonders for your career or, at least, make your existing job create less wear-and-tear in your own life and maybe expand your career opportunities, too.

Although your job may not have the words *“customer service”* in the title, **anyone with whom you interact is a customer.** Whether they pay for your services (such as in a profession) or your services are included in your salary (as part of a project team or member of the workforce), there is still the service provider (you) and the service customer (the person receiving your goods or services) relationship present. ***We can explain all of this much better if we take a customer service viewpoint. If you take that perspective through this course, you will understand the message we are trying to convey and maybe get people to like working with you.***

Let’s begin.

This course is *not about customer service* because service is a 'given': it is the **LEAST PEOPLE EXPECT** when they deal with a service provider. Instead, it is about their *experience* during the *delivery of that service*.



For example, if they go into a bank to make a deposit, the *least they expect* is for the teller to take their check or cash, deposit it to their account, and give them a receipt. The service that the bank is in business to provide is the *least the customer expects*. If the teller just does that, it is nothing special from the customer's perspective.

However, their *experience while in the bank during the transaction* is what matters because they will do one of three things:

- **Forget it** because everything about it was *expected and mundane* (ordinary, routine, or nothing special) and totally forgettable!
- **Remember it** because parts of it or everything about it was *unexpected and positive*
- **Remember it** because parts of it or everything about it was *unexpected and negative*

Do you think there is a connection between the amount of unexpected and positive (or negative) elements in an encounter and the extent to which it is considered positive or negative?

Why?

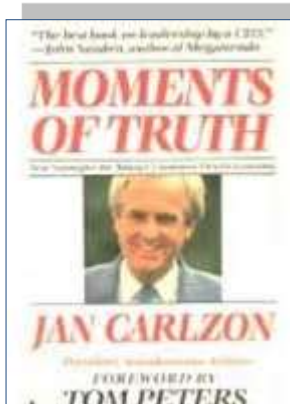
Do you think it takes an equal number of unexpected **positive or negative** elements to make an experience positive or negative?

Why?

(Just one negative aspect of an encounter can nullify all of the positive aspects in the minds of some people.

Why take a chance?)

MOMENTS OF TRUTH



In 1986 Jan Carlzon, the former president of Scandinavian Airlines, wrote a book, Moments of Truth. In his book, he defines the moment of truth in business as this:

"Anytime a customer comes into contact with any aspect of a business, however remote, is an opportunity to form an impression."

From this simple concept, he took an airline that was failing and turned it around to be one of the most respected airlines in the industry.

Some examples of moments of truth in his book about the airline business are:

- *When you call to make a reservation to take a flight,*
- *When you arrive at the airport and check your bags curbside,*
- *When you go inside and pick up your ticket at the ticket counter,*
- *When you are greeted at the gate,*
- *When you are taken care of by the flight attendants onboard the aircraft, and*
- *When you are greeted at your destination.*

These moments can be taken farther into categories we'll call:

- *Magic Moments* (something **unexpected AND POSITIVE** happens)
- *Miserable Moments* (something **unexpected AND NEGATIVE** happens)
- *Mundane Moments* (something **expected AND ORDINARY** happens)

Which ones do you think are remembered most (circle)? *Magic Miserable Mundane*

What will people usually do after having a *Magic* or *Miserable* experience?

The Power of Pleasing People

- Consumers will spend up to 10% more for the same product with better service
- When people received good service, they will tell 9-12 other people about it.

- When people received poor service, they will tell up to 20 other people about it.
- There is an 82% chance customers will stay if their complaint is handled quickly and pleasantly.

What are some potential “moments of truth” in your business from an **external** (someone from outside your organization) customer’s perspectives and how would you rate them?

No.	Description of Moment of Truth	Typical Rating	Reason For That Rating
1			
2			
3			
4			

What are some potential “moments of truth” in your business from an **internal** (someone from inside of your organization) customer’s perspectives and how would you rate them?

No.	Description of Moment of Truth	Typical Rating	Reason For That Rating
1			
2			
3			
4			

To view the remainder of the course material and to take the quiz for PDH credit, you must purchase the course.

Close this window and click “Add to cart” on the product page.