

# Soft Skills

for Customer Care Service  
Trade Group





## Soft Skills

for Customer Care Service Trade Group

### Objective:



By the end of this course, the participants will be able to:

- Make their communication skills more effective for customer service.
- Ensure effective time management during customer service
- Improve quality of work through better work ethic, during customer service
- Resolve the complaints and conflicts that may arise during work, in an effective manner.
- Use the means and methods for job search and preparation of C.V.

### Agenda:

#### Introduction



1 Hour 30  
Minutes

- Concept of customer service
- Soft skills required for customer service
- Important tasks and attributes of customer care
- Soft Skills required for customer service and their types

#### Self-Confidence



03 Hour

- Self-confidence: What & Why?
- Importance of self-confidence in customer-service
- Ways of enhancing self-confidence
- Disadvantages of low self-confidence in customer service.

#### Communication Skills



3 Hours  
and 30  
Minutes

- Concept and importance of communication skills
- Ways of communication in customer service (through speaking, writing, eye-contact)
- Barriers of communication in customer service and their solutions

#### Work Ethic



04 Hour

- Work ethics; their importance and three pillars
- Typical work ethic and behavior
- Five rules/ways for improving work ethic
- Important reasons behind getting fired from the job

### Effective Time- Management



3 Hours

- Effective time management in customer service: What and Why?
- Ways of utilizing time in customer service
- Factors that contribute to wastage of time, in customer service

### Managing Complaints and Conflicts



03 Hours  
30  
Minutes

- Concept of complaint and conflict
- Types of complaints and conflicts in customer service
- The importance and need for resolution of complaints and conflicts
- Methods for resolution of complaints and conflicts
- Disadvantages of failing to resolve complaints and conflicts in-time

### Job Search and Preparation



02 Hours

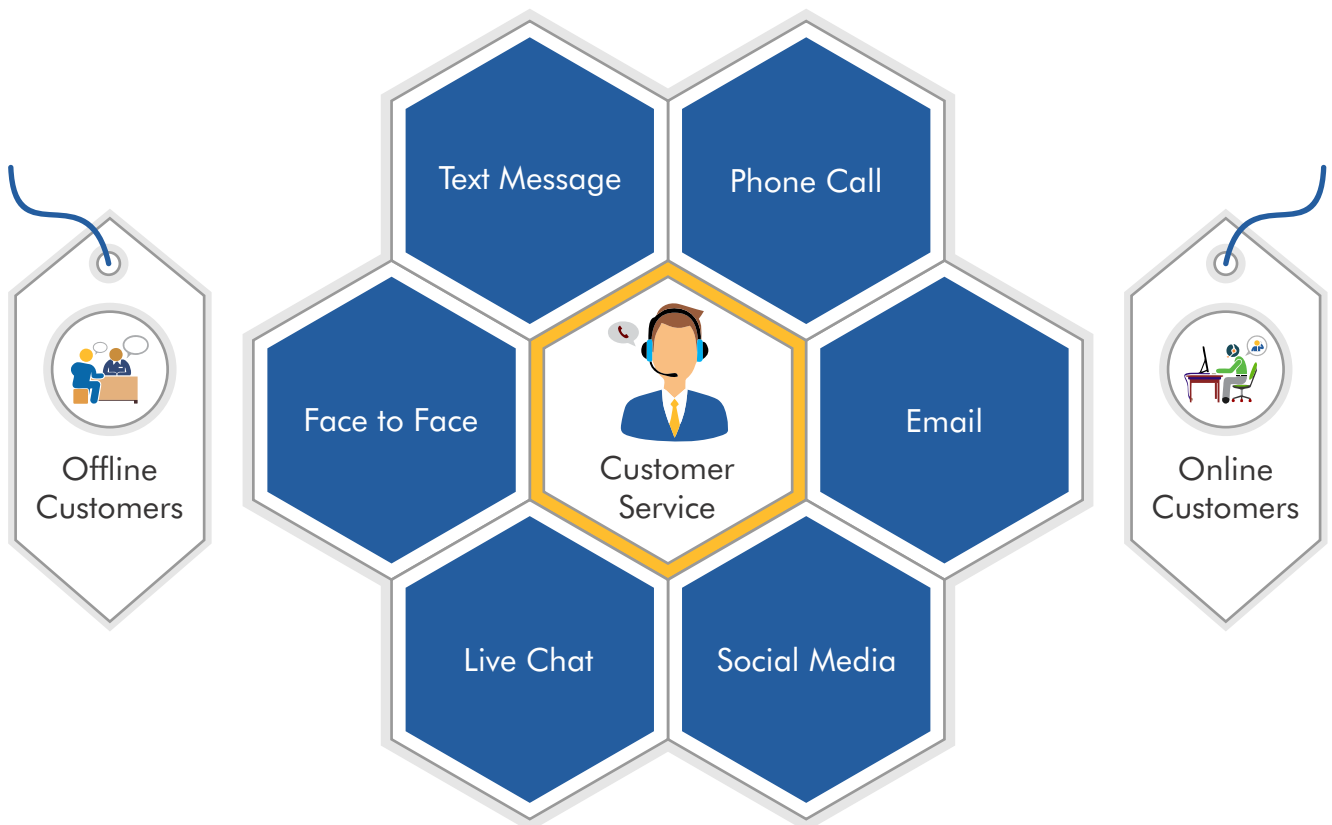
- Job search
- Preparation of C.V
- Preparation of cover letter
- Interview

## Customer Care Service

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met. Customer service is meeting the needs and desires of any customer.



World's most successful/biggest businessman Bill Gates said, "An unhappy/dissatisfied customer is a huge source of learning for you".



## 5 R's of Customer Service:

These principles can be referred to as:

1	Responsive:	Reacting in a timely manner to meet responsibilities to address identified needs.
2	Reliable:	Being honest and trustworthy in all interactions with customers and meeting commitments
3	Respectful:	Interacting with customers in a way that makes them feel valued and promotes dignity and self-worth
4	Relationships:	Valuing the role of every family, child, and staff member and working together as a team to achieve positive outcomes
5	Recognition:	Showing appreciation for the contributions of each team member openly and frequently

## Essentials of customer care:

 <p>Ask the right question</p>	 <p>listen to what you customer is saying, closely</p>	 <p>Pay attention to customers and treat different customers in a unique manner</p>
 <p>Treat your customers the way, you want to be treated.</p>	 <p>Analyze closely and give your opinion</p>	 <p>Be well-informed regarding your products or services</p>
 <p>Provide help and assistance, even if there is no sale</p>	 <p>Stand by your words and act upon them</p>	 <p>listen to the complaint of a customer in a good manner and make space in their hearts.</p>

## Who Needs What?

1



Zahid, a Hotel manager, who has been associated with this profession for the past 5 years, now wishes to improve his work further

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

2

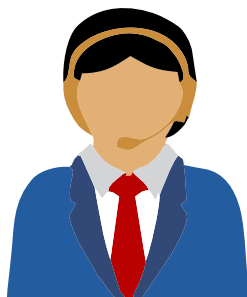


Reception

Shazia is an employee at a beauty parlor, where she works at Reception (front desk) and handles customer service

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

3



Ahmed is a call agent by profession. although he is new to the field, he wishes to improve his future.

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

4



Rehana is an Exhibition and Event Manager. She visits the customers herself, to create/carve an identity for herself.

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

5



Tariq is a salesman. He supplies products that used by children, at general stores and wishes to increase his clientele

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

6



Fawad is works in the Food and Beverage profession. He tries to ensure that his costumers are never mad at him.

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

7



Saima is a beautician. Her customers come to her, but she also visits them, if needed

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

8



Fayyaz works in customer care service at a communication company. He deals with customers on a daily basis.

- |   |   |
|---|---|
| <input type="checkbox"/> Self-confidence                        | <input type="checkbox"/> Communication Skills       |
| <input type="checkbox"/> Deep level of focus At work            | <input type="checkbox"/> Better time-Management     |
| <input type="checkbox"/> Resolution of complaints and conflicts | <input type="checkbox"/> Job search and Preparation |

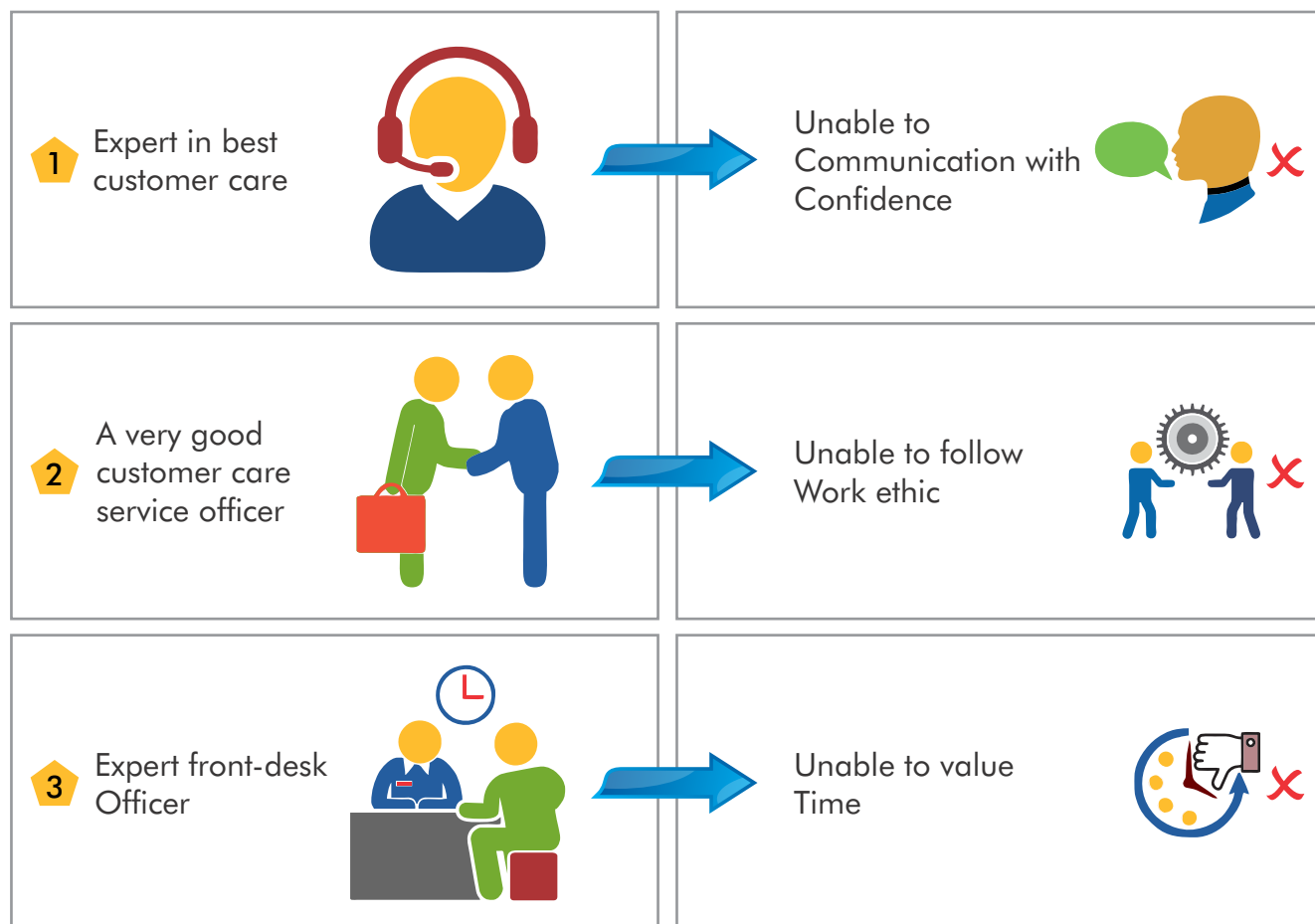


## Soft Skills

An amalgamation of different skills, abilities, attitudes and personal strengths, that allow individuals, to get habituated to their environment, work alongside others, show better performances and achieve their goals. Without these, any technical, professional and educational skills are incomplete.

(Work Force Connection Report 2015 USD)

For instance:

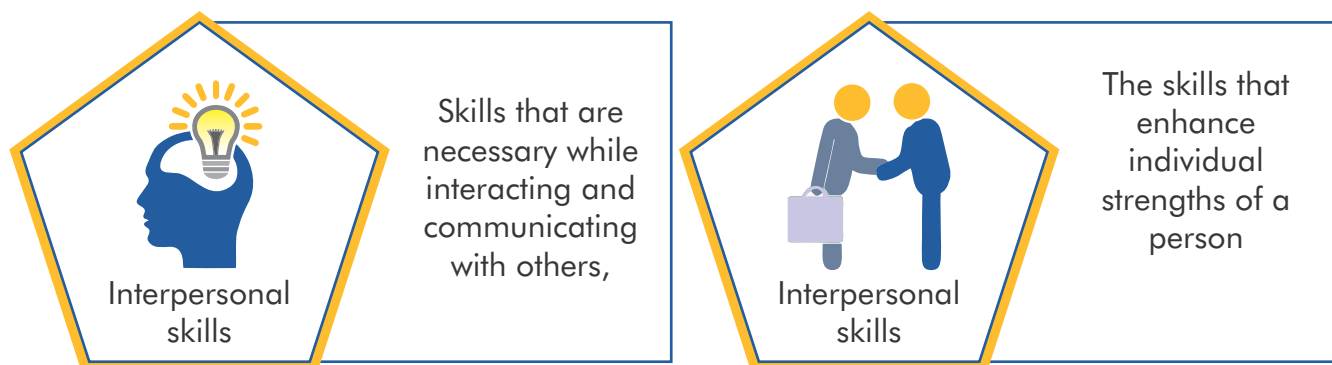


### Soft-skills for employees

Usually, employers look for these four soft skills:



The two main types of soft skills are intrapersonal and interpersonal skills. These entail:



## Self-Confidence

Self-Confidence



03 Hour

- Self-confidence: What & Why?
- Importance of self-confidence in customer-service
- Ways of enhancing self-confidence
- Disadvantages of low self-confidence in customer service.

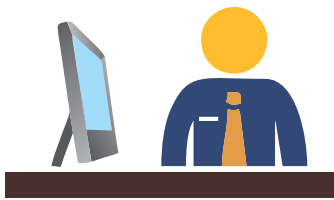
## Summary of the Session

This session will enable you understand the importance of self-confidence and create a positive change withing yourself. With the help of this session, you will be able to learn about ways of increasing your self-confidence for the use of abilities required, in your professional field. This, in turn, will improve your self image and ensure better use of your abilities.

## Self-confidence in Customer Care Service

### Story about confidence:

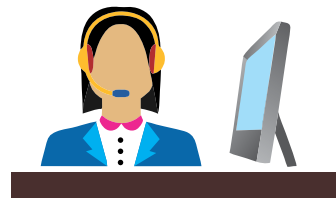
#### Nasir's Story



Reception

Nasir has recently take up duties as receptionist at a communication company. He is new to this work. He tries to reach office on time and start his work, daily. He dresses well but his face shows signs of nervousness when anyone talks to him. His extremities grow numb and he is only able to handle the situation with great difficulty.

#### Shazia's Story



Reception

Shazia works at a beauty parlor. As a receptionist, she interacts with customers frequently. She dresses well, daily and greets the customers with a smile on her face. When asked, she provides the required information with patience, which brings her appreciation and encouragement from both customers and owner of the parlor.

#### Questions:

- Why do you think Nasir gets nervous?
- Why does Nasir find it difficult to handle any situation during work?
- In your opinion, what quality allows Shazia to communicate with her customers in an effective manner?
- What quality/ability allows Shazia to handle her customers' affairs patiently/in a relaxed manner?

## What is Self-confidence?

The ability to make timely decisions while being confident in one's-self and using your abilities to the fullest, is called self-confidence. It allows a person to fulfill his/her responsibility in an effective manner. Customer service representatives should have complete and accurate knowledge about the business or company's services and products. This knowledge enhances self-confidence.

### The benefits of self-confidence in customer care



10



Being able to explain company's opinion and policy

11

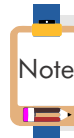


Being able to resolve complaints or conflicts

12



Being able to retain and enhance organization's reputation



Prior to explaining the hand-out, do a role-play with the help of trainer's note 1

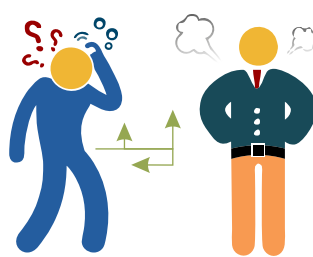
### Disadvantages of lack of self-confidence in customer care:

1



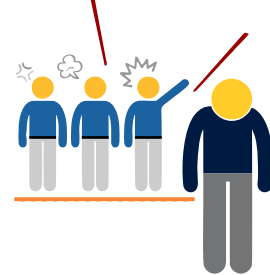
You will not be able to fulfill your responsibilities in an effective manner

2



You will not be able to satisfy your customer in an effective manner

3



Your organization will not be happy with the quality of your work and that may impact your future adversely

4



You may develop a defensive attitude. This will, in turn, create problems for you during work

5



It may create problems for the organization

6



It may harm organization's reputation

**Know Yourself**  
**What is your Confidence Level?**

Ask yourself if you have confidence in yourself? If yes, then write any 4 indications:







1		2	

What are the things that affect your self-confidence adversely?

1		2	

## Ways of Improving/enhancing Self-confidence in Customer Care

Often-time in life, due to hopelessness and failure, our self-confidence either lessens or is lost completely. However, it is essential to understand that self-confidence can be built back or attained at any time.

Ways		What steps will need to be taken?
1 	Practice to replace negative thoughts with positive ones.	
2 	Understand the organization's customers fully and cultivate positive relations with them	
3 	Compare yourself with others for personal improvement	
4 	Try to learn about organization's products and services consistently.	
5 	Improve your professional skills consistently	
6 	Clearly understand organization's goals	



## Exercise

1

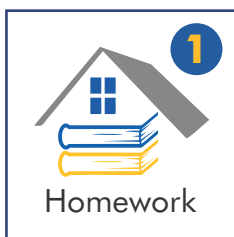
# Evaluating Self-confidence

Evaluate your self-confidence through the following standards:	Never	Rarely	Often	Frequently	Always
1 I put myself in danger	1	2	3	4	5
2 In my opinion, continued education is very important	1	2	3	4	5
3 I see the good in others	1	2	3	4	5
4 I can live at a new place very easily	1	2	3	4	5
5 I feel happy happy, sharing my success with others	1	2	3	4	5
6 I am better and confident	1	2	3	4	5
7 I set my goals	1	2	3	4	5
8 I respect others	1	2	3	4	5
9 I have positive thinking	1	2	3	4	5
10 I am a good listener	1	2	3	4	5
11 I can ask for help without getting nervous	1	2	3	4	5
12 I am responsible for my thoughts and actions, myself	1	2	3	4	5
13 I can express my thoughts	1	2	3	4	5
14 I am living a good/fulfilling life	1	2	3	4	5
15 I talk to others with confidence	1	2	3	4	5
16 I like myself	1	2	3	4	5
17 I exercise and eat balanced food daily	1	2	3	4	5
Marks Obtained:					

Encircle the score you obtained and check the result:

A lot self-confidence	self-confident	Less self-confidence	very less self-confidence	Almost no self-confidence
= 90 - 69	= 68 - 48	= 47 - 31	= 30 - 15	= 14 - 0

Write your opinion about the result .....



## Evaluate your Self-confidence with the Help of your Family Members

### Questions:

- Based on your family members' opinion, evaluate your self confidence on following standards. So that, you may become aware of the opinion of your family members regarding your self-confidence

Evaluate your self-confidence through the following standards:	Never	Rarely	Often	Frequently	Always
1 I put myself in danger	1	2	3	4	5
2 In my opinion, continued education is very important	1	2	3	4	5
3 I see the good in others	1	2	3	4	5
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15 I talk to others with confidence	1	2	3	4	5
16 I like myself	1	2	3	4	5
17 I exercise and eat balanced food daily	1	2	3	4	5
Total score given by the family members					

Encircle the score you obtained and check the result:

A lot self-confidence	Self-confident	Less self-confidence	Very less Self-confidence	Almost no Self-confidence
= 90 - 69	= 68 - 48	= 47 - 31	= 30 - 15	= 14 - 0

## Communication Skills

### Communication Skills



3 Hours  
and 30  
Minutes

- Concept and importance of communication skills
- Ways of communication in customer service (through speaking, writing, eye-contact)
- Barriers of communication in customer service and their solutions

### Summary of the Session

This session will help in learning communication skills for customer service. The session on communication skills not only include speaking/verbal skills but also provides guidance for listening and writing skills. In addition, the session further highlights the importance of non-verbal communication skills that will help improve your personality and create a better impression on people.

## Better Communication, Better Work

### Instructions

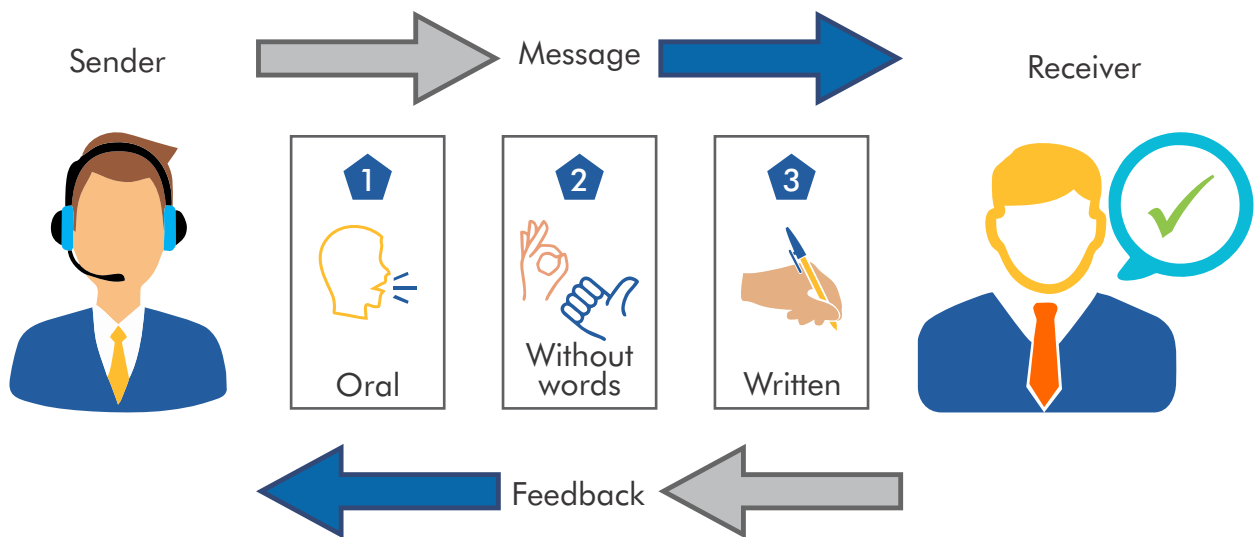
Look at the list of typical task associated with customer care that are provided in the first column. Keeping them in mind, identify which communication skills, mentioned in the next column, would be required for these tasks:

Your usual/typical tasks		Which communication skills will required?	
1	Awareness/knowledge of customer's needs 	<input type="checkbox"/> Listening skills <input type="checkbox"/> Non-verbal communication skills	<input type="checkbox"/> Speaking skills <input type="checkbox"/> Writing skills
2	Complete knowledge of services or products 	<input type="checkbox"/> Listening skills <input type="checkbox"/> Non-verbal communication skills	<input type="checkbox"/> Speaking skills <input type="checkbox"/> Writing skills
3	Greeting the customers and introducing them to relevant people 	<input type="checkbox"/> Listening skills <input type="checkbox"/> Non-verbal communication skills	<input type="checkbox"/> Speaking skills <input type="checkbox"/> Writing skills
4	Increasing sale 	<input type="checkbox"/> Listening skills <input type="checkbox"/> Non-verbal communication skills	<input type="checkbox"/> Speaking skills <input type="checkbox"/> Writing skills
5	Talking to the customer 	<input type="checkbox"/> Listening skills <input type="checkbox"/> Non-verbal communication skills	<input type="checkbox"/> Speaking skills <input type="checkbox"/> Writing skills
6	Addressing/resolving customer's complaints 	<input type="checkbox"/> Listening skills <input type="checkbox"/> Non-verbal communication skills	<input type="checkbox"/> Speaking skills <input type="checkbox"/> Writing skills
7	Noting down details of orders or complaints 	<input type="checkbox"/> Listening skills <input type="checkbox"/> Non-verbal communication skills	<input type="checkbox"/> Speaking skills <input type="checkbox"/> Writing skills

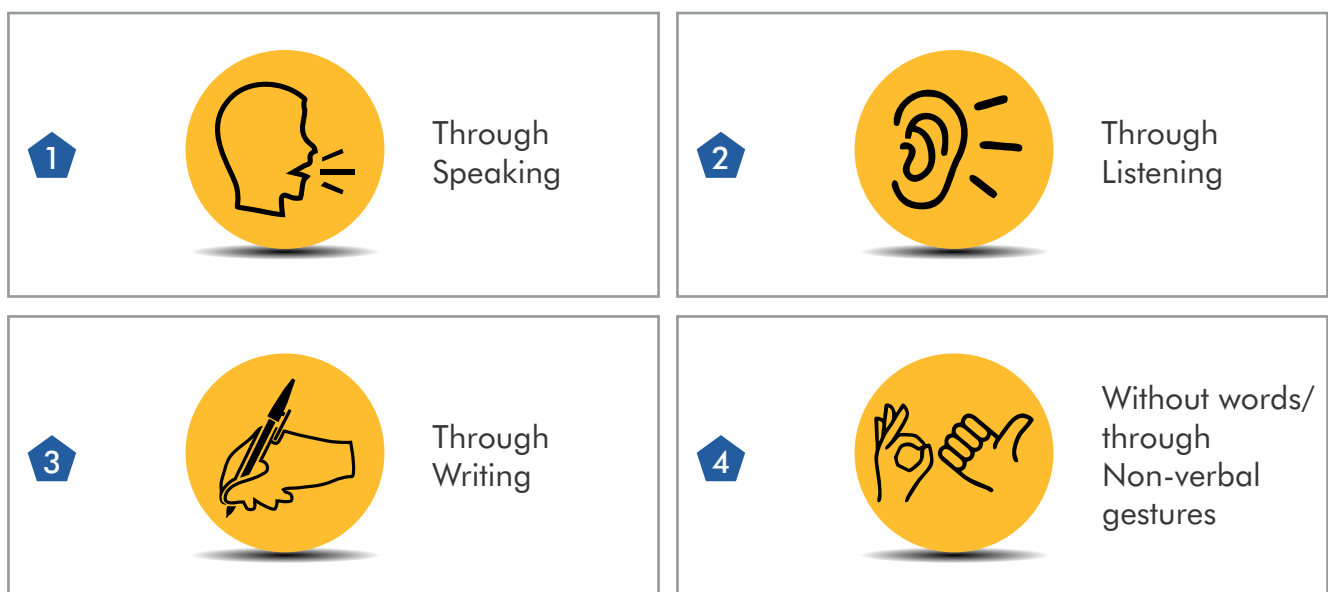
## Verbal Communication Skills for Customer Care

Information or emotions, through writing, speaking or any other medium, is called communication. This process includes a sender and a receiver. A medium is used to send and receive the message, to ensure completion of communication process. The following model contains all the details:

### Model of communication



### How do we communicate















## Guess, if You Can

### Instructions

After analyzing the nature of your work or profession, describe the different kinds of communication you use during work?

Work/ Profession	1  Through Speaking	2  Through Listening	3  Through Writing	4  Non-verbal
 Customer service Agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Salesman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Beautician	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Receptionist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Food and Beverage agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 Call center Representative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

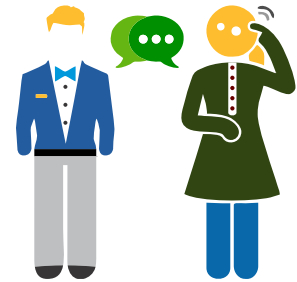
## Your Profession ... Your Communication

Ways of Communication	1 	2 	3 	4 
	Through Speaking	Through Listening	Through Writing	Non-verbal
 Customer service Agent	Talking to customer via phone	Listening to customer's complaints or taking details	Noting down the details of the complaints	Cheerful attitude, smile and facial expressions
 Salesman	Talking to the customer via phone and increasing sale	Listening to customer's complaints or details of the order	Noting down the details of the complaints or order	Cheerful attitude, smile and facial expressions, different shapes or images
 Beautician	Providing information about your services in detail and giving recommendations	Listening to women's preferences before applying make-up or giving a hair-cut	Noting down the details your sales and meetings	Cheerful attitude, smile and facial expressions, use of colors or images/pictures
 Receptionist	Giving information and guidance to people	Listening to customers and their complaints	Taking notes regarding visitors and other office agendas.	Cheerful attitude, smile and facial expressions
 Food and Beverage agent	Telling others about your products	Listening to the details of order or complaints	Noting down details of order and delivery or complaints	Cheerful attitude, smile and facial expressions, different pictures or shapes

## Naila's Worry

1

Naila has recently joined a Call center as customer care service agent. Naila's manager had informed her that the job is very difficult and requires constant presence of mind/mental presence, before giving her the job. However, she did not pay them any heed.



2

Naila began receiving a lot of calls and e-mails as the day began, which annoyed her. So, as the next call came, instead of listening to the customer, she interrupted them and began giving them information instead. After providing information, she disconnected the phone, without listening to the customer.



3

For the next few days, she repeated the same strategy with every call. This resulted in the manager receiving multiple complaints. In addition, the Call Center's work and reputation were also deeply affected.



### Questions:

Listen to the story closely and answer the following questions:

- What mistake did Naila make?
- Has that ever happened to you as well?
- In your opinion, what is more important; listening to the customer or giving them the information?
- In your opinion, why is it important to listen in customer care?



## Listening Skills

Listening is essential for effective communication. We can only understand the message fully through effective listening. For effective communication, listening alone is not sufficient, but one must also give their opinion after listening closely

### Benefits of effective listening



Increase in respect and trust among team members and customers



Understanding salient points, situation or problems and finding better solutions



Addition in essential information



Understanding opinions of team members and customer, fully



Making the customer feel that you are fully attentive



Saving money and time in an task

## Ways of improving listening skills



Give full attention to the speaker, especially when it's a customer and look at them/maintain eye-contact



After listening, try to understand what the speaker is saying



Do not interrupt, whoever is talking/speaking



Distance yourself from the source of noise, to listen better, in a noisy setting.



Keep the voice and physical gestures of the speaker in mind, as well.



For solutions and answers, provide your opinion after they have finished



Go near the speaker to listen to them, if necessary



Listen closely/attentively, so that you may understand



If you are unable to understand anything, ask questions after they have finished talking

## Verbal Communication Skills

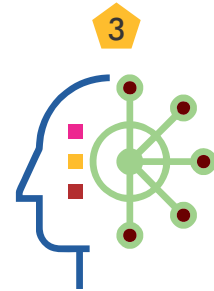
During verbal communication, the message is communication through speaking. We communicate with our employees, colleagues and employers at our workplace, using verbal communication



1  
Think before you speak.  
Before speaking, listen to the customer attentively and understand them



2  
Listen closely, so that you may understand fully



3  
Be fully attentive



4  
Let the other person finish what they are saying and do not interrupt them



5  
Ask any question during the conversation to understand



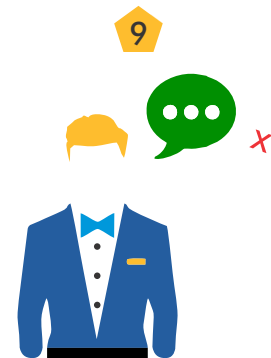
6  
Provide your opinion/feedback or answer at the end



7  
Talk briefly



8  
Adopt a positive and friendly attitude



9  
Do not rush to give your opinion.

## Said Everything, without Saying Anything

1



Shaista went to the bank to open her account. As she reached the reception, she asked a question from the lady sitting at the reception.

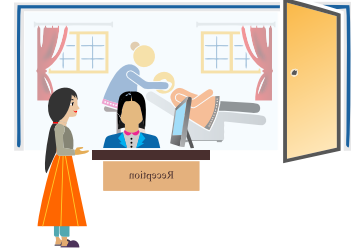
The receptionist gave Shaista a form without looking at her. Shaista wondered, how the receptionist knew that she was there to open an account and needed a form?

2



Ahmed visits customers to give details about the products of his company. One day, Ahmed visited some offices, but his appearance was dishelved; neither the clothes nor the hair were clean. Due to this, many people refused to meet him.

3



Fatima works at a beauty parlor. During work, she gives attention to her appearance and attire and greets each women with a smile. Due to her attitude, many women would come to her parlor and appreciate her work and attitude.

### Questions:

Read each story closely and answer the following questions:

- How did the receptionist know that Shaista needs the form for opening a bank account?
- Why did some customers refuse to meet Ahmed? What did he do?
- What was it, within Fatima that garnered appreciation/accolades from all women?
- Which communication skill was used in all instances and what were the advantages or disadvantages?

## Quality Customer Service: Phone call

Some things which may upset a customer are simply unavoidable. Here are some tips on how to best handle these situations.

### Putting a Customer on Hold:

Ask the customer if you can put them on hold. Wait for them to say "yes" or "no" and then explain it will only be for a short period of time. Explain to customers why you are putting them on hold. Thank customers for holding.



### Transferring a Call:

Ask the customer if he minds being transferred; wait for him to say "yes" or "no" and explain why they are being transferred and to whom. Example: "Would you mind holding for a moment while I transfer your call to abc's extension?"



### Taking a Message:

Explain your co-workers absence in a positive light but do not be too specific. Explain that your co-worker is in a meeting, conference, briefing, or training. Do not say he/she is gravely ill, too hung over to come to work, never called in today, can't be found, that you do not know where he/she is, or that he or she "was just here."



### Ending the Call:




A good customer service representative ends the call on a positive note, repeating any actions agreed to be taken and what is going to be done to help or serve the customer. Example: "Thank you for bringing this to our attention. I will be forwarding your concerns to my supervisor."









## Non-verbal Communication

Non-verbal communication includes facial expressions, gestures, body movements, change of tone and physical proximity. These gestures are essential alongside words to communicate meaning in an effective manner.

Non-verbal communication with the other person or customer:

<div>1</div> <div></div> <div>Conveys your emotional expressions</div>	<div>2</div> <div></div> <div>Conveys your message</div>	<div>3</div> <div></div> <div>Improves the process of communication</div>
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There are following ways for non-verbal communication:

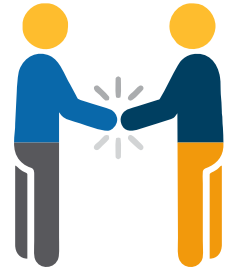
<div>1</div> <div>Facial Expressions </div> <div>For example, happiness, anger or hopelessness</div>	<div>2</div> <div>Gestures </div> <div>For example, gesturing through hand, pointing towards something using your finger</div>	<div>3</div> <div>Body Movements </div> <div>For example, sitting with both hands interlocked or slouched posture</div>
<div>4</div> <div>Distance </div> <div>The distance between two people while talking</div>	<div>5</div> <div>Eye-Movement </div> <div>Expressing emotions through eyes, for instance, anger, happiness or amazement</div>	<div>6</div> <div>Tone of voice and style </div> <div>Raising your voice or lowering it, speaking in harsh tone, etc.</div>

**Remember!** Non-verbal Communication is as important as verbal communication at work-place.

## Ahmed's Mistake

1

Ahmed worked in the food and beverage industry and was very skilled. He was usually involved with taking orders or receiving deliveries within the office. one day, he was sent out of the office to get some orders.



2

Since Ahmed was very experienced, he did not note down the details of the orders that he took from the shopkeepers. Ahmed's friend, Aslam was also with him, who asked him to write details of the orders but Ahmed insisted that he remembers everything



3

After reaching office, he forgot many details regarding the orders and dispatched the wrong ones to many shops. Many orders were returned and old customers were annoyed. When the manager found out, Ahmed was scolded and he became cautious for future.



### Questions:

Read the story carefully and answer the following questions:

- Where and what mistake did Ahmed make?
- Why is it important to write the details of the order?
- What is the importance of writing in customer service?

## Written Communication

Written contact between two people or organizations to convey a message is called written communication. Written communication helps in getting the message across in an effective manner.

Advantages of written communication:



Complete Information



Better Understanding



Complete Trust



Record Of The Work



Effective Action On The Written Task



## Quality Customer Service: E-Mail

Respond to your business emails quickly!

**1** Answering your business emails promptly should be a priority for all businesses.

**2** Not only is email an important communication line with your customers, it is often used by them to gauge that you are trustworthy.

**3** If you really want your customer service to shine, you should consider answering your business e-mail a minimum of twice per day with a 12 hour interval.

**4** If a customer sends you an e-mail with a simple question, and you delay responding to him, what does that say about the rest of your agency? The customer should never feel like he is not a priority as a result of our inefficiency.

**5** Be cautious of addressing sensitive issues via email. Tone of voice and body language are not included in electronic messages. Others may easily misinterpret your tone, message, or intent through e-mail, especially when difficult topics are being addressed.

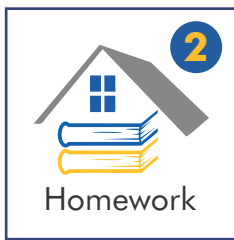


Business e-mail should be answered within one business day. **No exceptions.**

## Be Careful in Writing

Using constructive words that are solution-based rather than blame-based is another valuable customer service tool.

Instead of Saying....	How About saying...
✗ I need (want) you to...	✓ Would you be able to?
✗ You have to...	✓ Are you willing?
✗ I'll try.	✓ I will personally look into your situation.
✗ We don't do that here.	✓ Let me give you a number...
✗ Sorry.	✓ I apologize for... (be specific)
✗ I can't do that.	✓ I'm unable to because... (give a reason)



## Your Communication -- An Evaluation

What kind of communication you use in your everyday and professional life, mark accordingly:

1	With Family Members		<input type="checkbox"/> Through Speaking <input type="checkbox"/> Through Gestures	<input type="checkbox"/> Through Writing <input type="checkbox"/> Through Listening
2	With Customers		<input type="checkbox"/> Through Speaking <input type="checkbox"/> Through Gestures	<input type="checkbox"/> Through Writing <input type="checkbox"/> Through Listening
3	In Market or with Shopkeepers		<input type="checkbox"/> Through Speaking <input type="checkbox"/> Through Gestures	<input type="checkbox"/> Through Writing <input type="checkbox"/> Through Listening
4	With Friends and Acquaintances		<input type="checkbox"/> Through Speaking <input type="checkbox"/> Through Gestures	<input type="checkbox"/> Through Writing <input type="checkbox"/> Through Listening
5	With Teacher/ Manager		<input type="checkbox"/> Through Speaking <input type="checkbox"/> Through Gestures	<input type="checkbox"/> Through Writing <input type="checkbox"/> Through Listening

## Work Ethic

Work Ethic



04 Hour

- Work ethics; their importance and three pillars
- Typical work ethic and behavior
- Five rules/ways for improving work ethic
- Important reasons behind getting fired from the job

### Summary of the Session

In this session, you will learn about work ethic. If a person's way does not talking or his manners are not good, customers will never be happy with him. A lot of work in customer service involves talking to the customers over phone or in-person. Hence, respect, tolerance, patience are critical, otherwise intelligence and performance are of no use. Work ethic is as important as work itself and excellent results. By following work ethic, a person can improve her/her performance in personal as well as professional life, and can have better opportunities for progress and success.

## Is it Right?

Shazia



Shazia received a call at Beauty parlor's reception, whereby the customer wanted to know if they offered X-tenso service for hair. Shazia did not anything about that so she said no and hung up.

Nasir



Nasir saw that his supervisor told customer the price, that was higher than the actual price. The customer agreed to pay that price. After the sale, he discarded the receipt and included a new receipt with the correct price in the record.

Jamil



Jamil was working at the reception of a restaurant. One day, a customer came to the counter but he kept taking to his co-workers and did not attend to the customer. When the customer tried to say something, Jamil asked him to wait, instead.

Seema



Seema is a call center agent at a mobile company. While attending a call, she tries to end the call quickly. She often gets annoyed by the repeated questioning and ends the call without answering.

### Questions:

Read the above-mentioned scenario and explain:

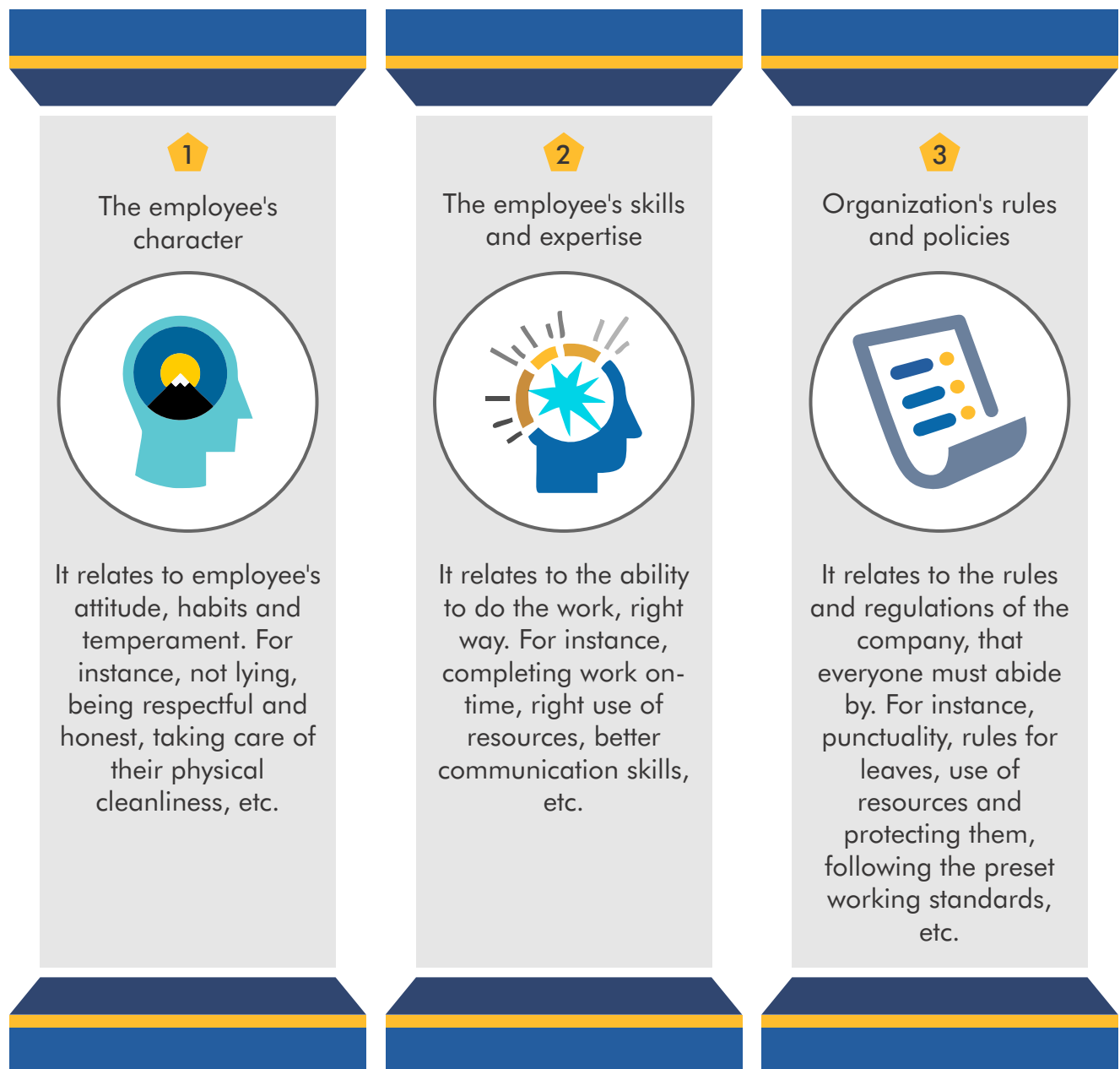
- Was the work done in the right manner in each situation?
- In your opinion, how would this impact the employee's performance?
- In your opinion, what could be the better solution to each of these situations?

## Work Ethic in Customer Service





Work ethic entail the basic rules that the employees must abide by, during work. It includes the employee's behavior, character, values, manners, way of talking and teamwork.

### Three Pillars of Work Ethic:

Any any place, to work in the right manner, it is essential to abide by 3 rules:



## The Customer Code of Ethics – 7 Beliefs of Service Attitude

<p>1</p>  <p>Reception</p> <p>We Are Here Because of Our Customers</p>	<ul style="list-style-type: none"> <li>▪ The customer must always come first. One happy customer may tell a few people about their service experience.</li> <li>▪ An unhappy one will tell everyone in his or her circles, as it is a small world with social media.</li> <li>▪ Some research estimates that it takes twelve positive service incidences just to make up for one negative incident.</li> </ul>
<p>2</p>  <p>We Understand Our Customers Are Our Future</p>	<ul style="list-style-type: none"> <li>▪ When your customers need change, change to meet those needs.</li> <li>▪ Abandon the status quo and push beyond your comfort zone.</li> <li>▪ Be grateful that your customer base changes because stagnation leads to death.</li> </ul>
<p>3</p>  <p>We Treat Customers Like Family</p>	<ul style="list-style-type: none"> <li>▪ Do not see your customers as walking wallets; make them feel special.</li> <li>▪ Learn to love them, because they are the ones who keep your company or business alive. Build rapport. Be fully present when you are dealing with them.</li> <li>▪ Learn their special dates, so you can send cards or say Happy Birthday.</li> </ul>
<p>4</p>  <p>We Always Listen to Our Customers</p>	<ul style="list-style-type: none"> <li>▪ Listen when they are happy, dissatisfied, or say nothing and always ask about service quality so we can do better next time.</li> <li>▪ Pay attention to their needs; make a special effort to hear what they are saying. Focus on them and give them all of your attention.</li> <li>▪ The biggest reason people leave a company is because they sense the company doesn't care about them anymore</li> </ul>

5



We Work Hard to  
Solve Any Problems

- When a customer has a problem, you have a problem. Don not let yourself be satisfied until they are; give 110% to settle their problem, so you can retain their business.
- Most customers will do business with you again if you fix their problem; it is even better if you fix it on the spot.
- They want to feel important, and they want you to be fully prepared to help them.

6



We Maintain Positive  
Attitudes

- Even with difficult customers, keep your attitude relentlessly positive. The smile on your face and the tone of your voice can make a huge difference.
- Accept that even if their experience remained perfect, they probably would not comment on it, because they expect perfection.
- Remember their attitudes will change over time. What was once good enough may become unsatisfactory if they encounter something better.

7








We All Impact  
Customer Service

- Everyone in your company, no matter how minor, impacts customer service.
- For example the cleaning team can let everyone down because of poor cleaning at the work place.
- Little things and small actions can stick in the customer's mind, damaging their experience.



## Face-to-Face and Telephonic Ethics in Customer Care Service

<p>1</p>  <p>Courteousness</p>	<ul style="list-style-type: none"> <li>It is the most important, you should treat the customer with humbleness; you cannot afford to be rude with them.</li> <li>Ask for their name, what they would prefer to be called. Try and pronounce their name correctly and be consistent in the use of their name.</li> </ul>
<p>2</p>  <p>Talk with a smile</p>	<ul style="list-style-type: none"> <li>A smile can be heard in the way one talks, when you smile you would sound more cheerful.</li> <li>Words and their inflection over a phone call are much more important as the customer can't see your body language.</li> </ul>
<p>3</p>  <p>Wait for the person to finish speaking</p>	<ul style="list-style-type: none"> <li>Listen completely to the customer and let him finish before speaking.</li> <li>Never interrupt a customer who is complaining. It might be difficult to do so, but it will benefit you if you know about the whole problem before responding to the customer.</li> <li>No matter how long it takes, listening to the customer feel like he and his problem are being taken care of.</li> </ul>
<p>4</p>  <p>Professionalism</p>	<ul style="list-style-type: none"> <li>Be sure to maintain an air of professionalism throughout the entire conversation.</li> <li>Agents are a face of the company, which makes it important to adhere to quality standards that are set.</li> <li>Conversations with customers should be in line with values and goals of the company.</li> </ul>

<p>5</p>  <p>Be Respectful</p>	<ul style="list-style-type: none"> <li>▪ A professional should remain calm and composed throughout each interaction.</li> <li>▪ Every customer should be treated as if they are the most valued customers.</li> <li>▪ Agents should attempt to understand the causes of the customer's problem realize how their problem affects their behavior and respond with compassion.</li> </ul>
<p>6</p>  <p>Honesty is the best policy</p>	<ul style="list-style-type: none"> <li>▪ It is not a good business tactic to lie; an agent should be honest with his customer.</li> <li>▪ If you do not know an answer to their question, instead of lying, let the customer know that you would get back to them soon.</li> <li>▪ If you cannot solve the problem, maybe because it is not in your jurisdiction of control you can let them know that you are transferring the call onto someone who can help them to solve the problem.</li> </ul>
<p>7</p>  <p>Always keep the customer in loop</p>	<ul style="list-style-type: none"> <li>▪ An agent while talking to the customer should let him/her know of the steps he is going to take to solve their problem and let them know of a time frame that is little longer.</li> <li>▪ If the time taken is going to exceed the time that you informed to the customer, then it is advisable to communicate this delay to the customer.</li> <li>▪ When a problem is solved, all your customers tell their respective friends about it. Word-of-mouth publicity right there.</li> </ul>
<p>8</p>  <p>Be Trustworthy</p>	<ul style="list-style-type: none"> <li>▪ Instilling trust in your customer is very important; it not only helps in smooth progress of the interaction but also builds positive brand awareness about the company.</li> <li>▪ This requires the service professional to be truthful, honest, reliable, loyal and have integrity.</li> <li>▪ Adhering to these traits and company's values can successfully instill trust in your customer.</li> </ul>

9



Be Confident and Competent

- Exuding confidence is essential for a productive and healthy interaction. A customer care agent must know how to handle himself and the customer in difficult situations.
- Along with confidence an agent should be competent to address the customer's needs.
- If and when the customer's demands are too high they should know that they must refer the customer to someone who has more experience, and who can effectively handle their demands.

10






Learn how to handle angry and abusive people.

- If your customer is angry, the first thing that you need to avoid telling them is to calm down.
- Effective way of handling an angry customer is to initially talk in a slightly louder voice, if the customer from very beginning is shouting.
- The words to be spoken by the agents should be sympathetic and reassuring.
- This will make the customer feel as if he is being understood and slowly the customer will calm down and begin talking normal.

## Making Cross-Cultural Customer Interactions Simple:

Whether your customer interactions carried out by phone, via email, in Live Chat or in person, there are some common sense principles that could significantly improve service.

<p>1</p>  <p>Reinforce importance of recognizing customer diversity</p>	<ul style="list-style-type: none"> <li>Representatives would show genuine sense of fairness and goodwill, and take customer requests seriously, no matter what their race, religion, social status, or other characteristics are.</li> <li>It would be very much clear that it is unacceptable to laugh at customers, embarrass them, or treat them as though they are less intelligent than you.</li> <li>Adjust your internal policy of handling calls and even increase average call processing time as it takes more time for non-native speakers of Urdu/English to collect their thoughts and translate questions from their native tongue.</li> </ul>
<p>2</p>  <p>Know your customers and seek out culture-specific knowledge</p>	<ul style="list-style-type: none"> <li>Spend time to learn about where your customers are from, and get a basic knowledge of relevant worldviews, values and beliefs.</li> <li>Customer service representatives should be aware of such expansion campaigns for some new segments of the market.</li> <li>Try to make the most of every piece of information you might have at hand. For example, in Live Chat you can easily find out geographical location of visitors calling you for help and better understand their individual needs based on their browsing history.</li> <li>Mastering a few key phrases in their language might be a great way to build rapport as well.</li> </ul>
<p>3</p>  <p>Listen actively and recognize patterns for communicating</p>	<ul style="list-style-type: none"> <li>Customer service representatives with good listening skills can quickly build rapport, effectively address the issue and suggest a timely solution.</li> <li>A good practice here would be to pay attention to customer communication traits and mirror them to increase the effectiveness of interaction, for example, slow down or speed up their speech rate, use the same terminology, and paraphrase what is said by the customer to show that their needs are being heard. Representatives should be prepared to repeat themselves without sounding annoyed, speak clearly, using short sentences.</li> <li>Avoid jargon, jokes, complex negatives and plays on words as these might result in a foul-up or even carry the risk of causing offence.</li> </ul>

4



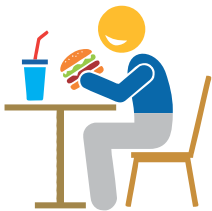




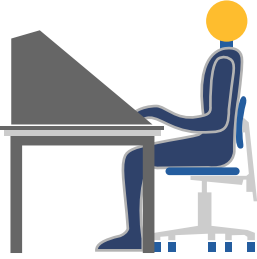


Share your experiences  
with colleagues to work  
out consistent approaches

- Cultural diversity is a real gift for customer service reps. Dealing with customers from other cultures provides a great opportunity to learn from others and grow in our humanity.
- You can learn from your customers, and you certainly can learn from your colleagues.
- Every time you have something to share about your interaction with a customer representing a different culture, let your colleagues know!

## Customer Care Service - Tips for Work Safety

Staying healthy and safe at work is important. No matter what your job, it is important to reduce your risks of injury and illness at work. Here are some tips to help make your workplace safe.

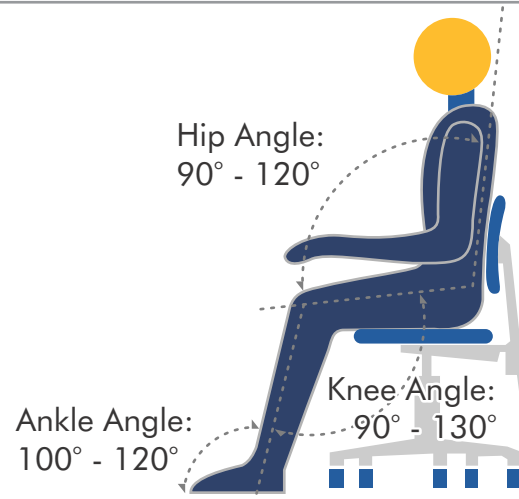
 <p>1</p>	<p>Once you know the particular hazards of your job or workplace, you can take steps to reduce your risk of work-related injury or illness.</p>
 <p>2</p>	<p>Common causes include long hours, heavy workload, job insecurity and conflicts with coworkers or bosses. Stress can lead to depression, sleeping difficulties and problems with concentration.</p>
 <p>3</p>	<p>Staying fresh and alert will help you avoid injury or burnout. Schedule the most difficult tasks of each day for times when your concentration is best, such as first thing in the morning.</p>
 <p>4</p>	<p>Use ergonomically designed furniture and equipment, and rearrange your work area so that everything you need is within easy reach.</p>

<p>5</p>  <p>Use technology and protective tools</p>	<p>Instead of trying to use manual or traditional techniques always prefer equipment, software and hardware related to customer service. And wear protective equipment and tools as required.</p>
<p>6</p>  <p>Protect your back</p>	<p>If you do need to pick up and carry heavy loads, keep the load close to your body and lift with your thigh muscles.</p>
<p>7</p>  <p>Stay sober</p>	<p>Tobacco and drugs are a contributing factor in workplace fatalities, so stay away from these things.</p>
<p>8</p>  <p>Talk over any concerns</p>	<p>Your employer or human resources manager need to be informed about hazards and risks. As employee you have few rights, your employer is legally obliged to ensure a safe working environment.</p>

## Working in a Sitting Position - Good Body Position

There is no one or single body position that is recommended for sitting. Every worker can sit comfortably by adjusting the angles of their hips, knees, ankles and elbows. The following are general recommendations. Occasional changes beyond given ranges are acceptable and sometimes beneficial.

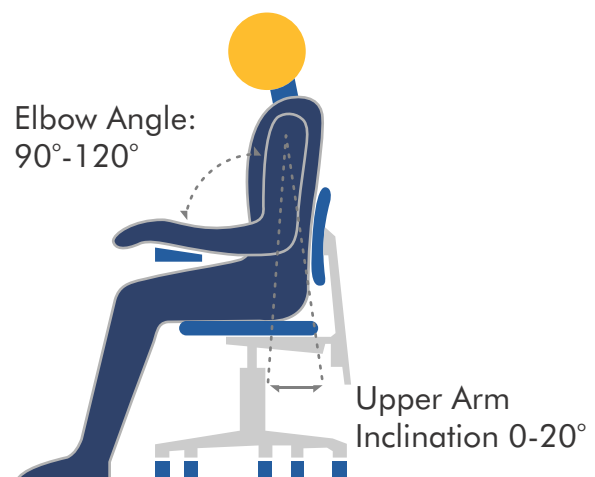
- Keep the joints such as hips, knees and ankles open slightly (more than  $90^{\circ}$ ).
- Keep knee joints at or below the hip joints.
- Keep ankle joints in front of the knees.
- Keep a gap the width of three fingers between the back of the knee joint and the front edge of the chair.
- Keep feet flat on the floor or on a footrest.



- Keep the upper body within  $30^{\circ}$  of an upright position.
- Keep the lumbar support of the back rest in your lumbar region (around the waistband).

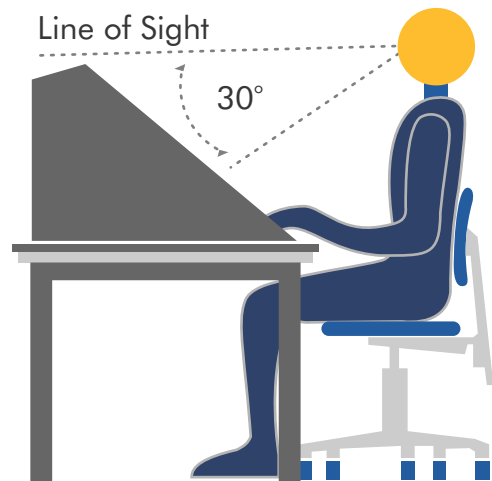


- Always keep the head aligned with the spine.
- Keep upper arms between vertical and  $20^{\circ}$  forward.
- Keep elbows at an angle between  $90^{\circ}$  and  $120^{\circ}$ .
- Keep forearms between horizontal and  $20^{\circ}$  up.
- Support the forearms.

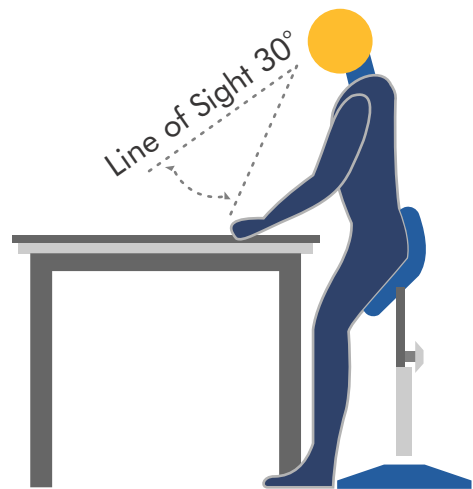


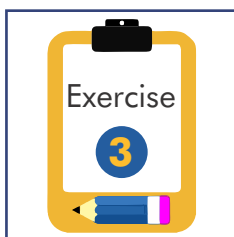


- Keep the wrists straight and aligned with the forearms.
- Place the working object so that it can be seen at viewing angle of  $10^{\circ}$  to  $30^{\circ}$  below the line of sight.



- Keep shoulders low and relaxed.
- Keep elbows tucked in.
- Tuck chin in and do not bend forward when looking down and forward.
- Change positions frequently but remain within recommended ranges.
- Alternate crossed legs.
- Avoid bending to the side.
- Avoid bending forward.
- Do not slouch.
- Do not sit for more than 50 minutes at a time.

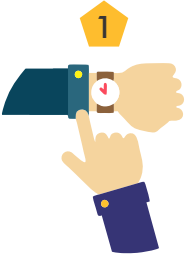



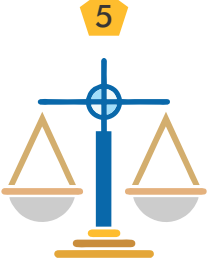


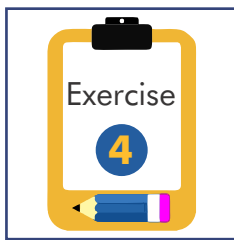


## What will you do?

Situation	In your opinion, what work ethics are being compromised here?	What will the individual and organization do in this situation?
Two employees that work with you are fighting while also bashing each other. Their tone is harsh and inappropriate		
You have noticed that your friend often bashes the company during work and she feels that company is not fulfilling all her rights.		
You have noticed that the your coworker takes company's things and stationery with him, after work, to his home.		
Saira, a receptionist at a beauty parlor asks the clients/customers to wait and after making them wait an hour, she tells them that she forgot to do the entry		
The company's policy clearly states that salary will be deducted if a person takes more than two leaves a month. still an employee is fighting with the supervisor regarding the deducted salary		
A co-worker that sits on the office reception, is often negligent about the cleanliness of his dress, his hair are unkempt and shoes are also dirty		

## Five Rules to Increase Work Ethic

 <p>Punctuality</p>	<ul style="list-style-type: none"> <li>▪ Reach your workplace before or on-time</li> <li>▪ Make your work better and high quality, constantly</li> <li>▪ Associate your work performance with time</li> <li>▪ Stick to your schedule and plan</li> </ul>
 <p>Professional attitude</p>	<ul style="list-style-type: none"> <li>▪ Tie or shirt alone do not reflect professional attitude</li> <li>▪ Improve your manners and values</li> <li>▪ Stay positive and cooperate</li> <li>▪ Be honest and avoid discrepancy in your words and actions.</li> </ul>
 <p>Following rules and discipline</p>	<ul style="list-style-type: none"> <li>▪ Excellence in work cannot be achieved without discipline</li> <li>▪ Keep your eyes on long-term goal</li> <li>▪ Do not detract from the right path</li> <li>▪ Keep trying to improve the quality of your work</li> </ul>
 <p>Effective time-management</p>	<ul style="list-style-type: none"> <li>▪ What you can do today, do not put it off for tomorrow</li> <li>▪ Finish tasks on time</li> <li>▪ Time is money, time is everything</li> <li>▪ Divide your work in smaller chunks to complete</li> </ul>
 <p>Balanced life style</p>	<ul style="list-style-type: none"> <li>▪ Ethics do not mean that you live a mechanic life</li> <li>▪ Take care of yourself and facilitate yourself</li> <li>▪ Ensure that you get adequate sleep and nutrition</li> <li>▪ Take time to relax and then continue with renewed zeal</li> <li>▪ Set priorities, so that your work progresses in the right direction.</li> </ul>



## How do you follow Work Ethic?

### Instructions

Read the following laid out rules and give your response as "yes" or "no", after evaluating if you follow these rules or not.

### Ensure consistency and punctuality:

1	Do you reach your workplace before or on-time?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Are you improving the quality of your work through consistency?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	Do you associate your performance with time?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	Do you stick to a plan or schedule?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

### Adopt professional attitude:

1	Do you consider only shirt or tie as professionalism?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Are your improving your attitude, values and morals?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	Do you stay positive and cooperate?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	Are you honest and do not have discrepancy in your actions and words?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

### Evaluate your discipline and make yourself accountable:

1	Do you consider discipline necessary for excellence in work?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Do you keep long-term goals in your mind?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

3	Do you remain focused on the right path and not get distracted?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	Do you try to make your work, excellent?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

### Manage time effectively:

1	Do you postpone today's task to tomorrow?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Do you complete your tasks on time?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	Do you believe that time is money and everything?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	Do you complete tasks by dividing them into smaller manageable chunks?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

### Create a balanced life style:

1	Do you believe that following work ethic entails adopting a mechanic lifestyle?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Do you take care of yourself and try to facilitate yourself?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	Do you get adequate sleep and nutrition?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	Do you take out time to rest, so that you can continue with renewed zeal?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5	Do you keep your work focused in the right direction by setting priorities?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## Important Reasons for Getting Fired from your Job

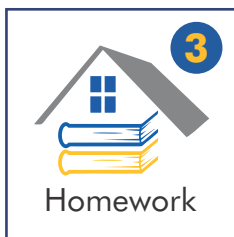


Before explaining this hand-out, do a role play with the help of trainer note 2

Following reasons for getting fired from the job, are related to failure of following work ethic. These, in turn, might result in loss of job:

 <p>1</p> <p>Creating problems for others</p>	 <p>2</p> <p>Stealing</p>	 <p>3</p> <p>Using unpleasant tone and words</p>
 <p>4</p> <p>Failing to complete the tasks properly</p>	 <p>5</p> <p>Lazy attitude and carelessness</p>	 <p>6</p> <p>Failing to use resources properly</p>
 <p>7</p> <p>Not using time effectively</p>	 <p>8</p> <p>Insufficient preparation for important tasks</p>	 <p>9</p> <p>Failing to communicate properly</p>
 <p>10</p> <p>Failing to complete the tasks</p>	 <p>11</p> <p>Sharing confidential company information elsewhere</p>	 <p>12</p> <p>Taking such measures that may harm the company</p>

**Remember:** Work ethic are those values that you uphold even when no one is watching.



## Evaluating Work Ethic

Evaluate your work ethic and report how well have you been following them. Based on your opinion, complete the following sheet and mark the column (1 to 5), accordingly.

#	Thoughts	Always	Often	Some-times	Rarely	Never
1	I talk to other with a pleasant attitude	1	2	3	4	5
2	I wear clean clothes	1	2	3	4	5
3	I do not steal, not do i hoodwink others	1	2	3	4	5
4	I take care of my colleagues at the work place	1	2	3	4	5
5	I do not lie	1	2	3	4	5
6	I respect others	1	2	3	4	5
7	I do not break promises	1	2	3	4	5
8	I do my work responsibly	1	2	3	4	5
9	I cooperate with my coworkers during work	1	2	3	4	5
10	I can complete my work properly	1	2	3	4	5
11	I can keep complete record of my work	1	2	3	4	5
12	I can do excellent work	1	2	3	4	5
13	I finish my work on time	1	2	3	4	5
14	I try to learn new things	1	2	3	4	5
15	I care about my attendance	1	2	3	4	5
16	I do not use inappropriate and wrong words at my workplace.	1	2	3	4	5
Total Score: 60		Obtained Score				

More than 60    Always

From 31 to 45    Sometimes

Less than 15    Never

From 46 to 60    Often

From 15 to 30    Rarely

## Effective Time-management

Effective Time-  
Management



3 Hours

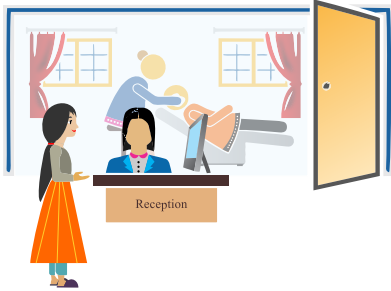
- Effective time management in customer service: What and Why?
- Ways of utilizing time in customer service
- Factors that contribute to wastage of time, in customer service

### Summary of the Session

In this session, you will learn about the importance and advantages of time management and do our tasks in a better and disciplined manner. The session also talks about dividing your tasks and results of completing work on time. This session, also includes the instructions and guidelines on avoiding the factors that contribute to the wastage of time. Through time-management, you can attain success in every field of life.



## Time is an Invaluable Asset



### Beauty Parlor

All the arrangements for the wedding were made with festivity. Now, the guests have also arrived and everyone is waiting for the bride. The bride is also worried at the beauty saloon, since the beautician wasted an entire hour, taking details of her wedding and now they have very little time left with much to do and it will take 2 more hours, for her to get ready.



### Conference

An organization organized a big conference, and Ahmed was supposed to put the finishing touches. However, he decided to complete the tasks in morning, instead of a night before. Due to this, the conference started three hours late and Ahmed had to suffer a lot of embarrassment.



### Call center

A call was received at a call center and the customer asked about the services of the organization. The person that received the call, took the personal information of the caller, and kept putting him on hold. The caller could not get the information, he was seeking, instead, he became annoyed with waiting and hung up in anger.



### Reception

A person came to Mahnoor at reception to take information about booking a room at the hotel. She asked him to sit and wait. When the customer asked again, after a long time, she asked him to wait more. The customer looked at the clock and said, you are wasting my time and left the hotel in danger.

### Instructions

Read the stories mentioned above, and explain:

- What is the main reason behind the problem in each story?
- What needs to be done, to avoid such problems?

## What is Time-management

Our life has a start and an end and we are tied to it. Out of all the things that we across from start to end, time is the most important

### Meaning of time-management in customer care

Effective use of time and addressing customers issues immediately is called effective customer service.

He who claimed the present through his efforts and diligence,  
Shall be the true master of tomorrow.

- Iqbal





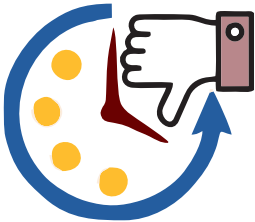
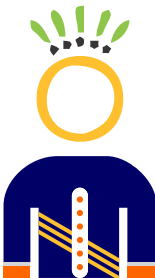
### According to a research:

According to a survey, people in our society waste a lot of time, daily. the main reason being checking e-mail, Facebook, messaging and personal phone calls. salary.com conducted a survey that revealed that 89% people waste time. Here are the details of how they waste their time:



Referenced from [salary.com](https://www.salary.com)'s survey

## 4 Rules -- That Bring you Success

Rule?	How to make it possible?
 <p>Your opinion about your time</p>	<ul style="list-style-type: none"> <li>Do a complete personal evaluation</li> <li>What are your views, beliefs and convictions regarding time?</li> <li>What is your natural way of working?</li> <li>Can you do more than one task at a time?</li> <li>Can you do only one task at a time, in an effective manner?</li> </ul>
 <p>An honest evaluation of time</p>	<ul style="list-style-type: none"> <li>You have 24 hours</li> <li>Time can neither exceed nor recede from 24 hours</li> <li>You have to distribute all your tasks in this time</li> <li>You have to divide these 24 hours between personal time, home and work.</li> </ul>
 <p>Distribution of time, based on your tasks</p>	<ul style="list-style-type: none"> <li>Understand the tasks in a effective manner</li> <li>Distribute your tasks</li> <li>Divide your time according to the tasks</li> <li>Take advice from your seniors for effective distribution of time</li> </ul>
 <p>Realistic thinking regarding time</p>	<ul style="list-style-type: none"> <li>Understand the nature and importance of the task</li> <li>How much time is needed for the task, realistically</li> <li>How can the time be distributed in an appropriate manner?</li> <li>Do not be over-confident in time distribution</li> </ul>

## Advantages of time-management in customer service:

1



More control of your life and your job or career

2



Be able to spend more time on the things that matter to you most

3



Achieve your goals more easily

4



Get more work done and better quality of work

5



Better forward planning and time for more important tasks

6



Time to think and clearer thinking

7



Increased confidence and credibility

8



Better personal and working relationships

9



Reduced stress levels and improved health

10



Achieve a better work-life balance

## How to Manage Time more Effectively

**Remember,** Customer service means on-time customer service.

Golden rules to ensure time-management during customer service:

1

Receiving/accepting the complaint from customer within 30 seconds

2

Not taking more than 24 hours for follow-up

3

Responding to the e-mail of the customer within 30 minutes

4

Not making the customer wait for more than a minute over phone

5

Using latest technology (phone, internet, e-mail)

6

Provided accurate and required information

7

Resolving customer's problems immediately

8

Having all information related to your work

9

Avoiding unnecessary discussion

10

Keeping promises

11

Listening to the customer attentively

12

Making a list of your tasks

## Exercise

5

# Wastage of Time --- Wastage of Resources

SHAZIA



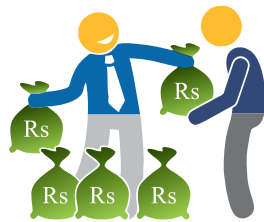
She was listening to a phone call and chatting with another customer, while helping a bride get ready. Due to which, the bride could not reach the hall on time.

NASIR



Nasir was given the order to arrange an event but food was served very late. Instead of admitting his mistake, he started misbehaving with the customer.

ANWAR



Anwar received an order for a musical program. However, he could not complete his preparation, as he was busy with another program. The organization had to cancel the program.

MAHNOOR



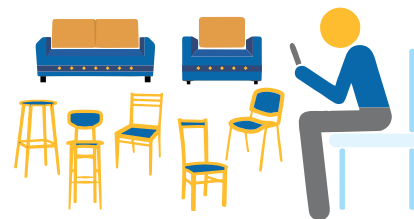
Mahnoor and her coworker provided some information to a person but did not give adequate attention to the next one and he left angrily.

ALI



At the call center, Ali was talking on phone. He was either not responding to the incoming calls or making them wait, unnecessarily. This led to increased problems of the customers.

FARHAN



Farhan had to get to the meeting at 10:00am but he was half hour late. The meeting could not take place and the organization suffered huge loss.

## Instructions

Read each afore-mentioned scenario carefully and explain:

- In each scenario, what was the important reason behind the issue?

## Reasons of Time Wastage

**Remember,** These things steal your time in customer service. Is it also happening with you:


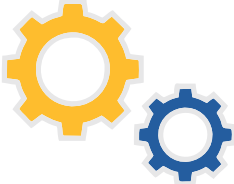

<p>1</p>  <p>Taking unnecessary information</p>	<p>2</p>  <p>Chit chatting with coworkers</p>	<p>3</p>  <p>Lack of attention</p>
<p>4</p>  <p>Multitasking/ doing a lot of task at a time</p>	<p>5</p>  <p>Mental stress</p>	<p>6</p>  <p>Not distributing/scheduling tasks</p>
<p>7</p>  <p>Doing others' work at the expense of your own</p>	<p>8</p>  <p>Not knowing the importance of the work</p>	<p>9</p>  <p>Interruptions during work</p>
<p>10</p>  <p>Looking at the catalog, repeatedly</p>	<p>11</p>  <p>Mark the afore-mentioned options that are causing wastage of your time</p>	<p>12</p>  <p>Unnecessary use of internet</p>

**Instructions**

Mark the afore-mentioned options that are causing wastage of your time

### 3 Valuable Time Management Rules in Customer Service

In this fast-paced digitalized world, it seems that the hardest thing to do is waiting. It is not always true that “good things come for those who wait”. Especially in customer service, letting one wait means you are losing them. Here are 3 effective tips to master time management in customer service.

<div>1</div>  <div>Be Timing</div>	<p>Providing great customer service means providing it on time. Here are few ideas on how to react promptly toward customer’s requests, such as:</p> <ul style="list-style-type: none"><li>▪ Accept incoming query within no more than 30 seconds</li><li>▪ Reply support email within maximum 24 hours. It is perfect to strike an impression with a reply email after less than 30 minutes.</li><li>▪ Never hold chat/phone call conversation for more than 1 minute.</li><li>▪ If there is a need to hold chat/phone then before holding, it would be better let customers know how long it might take.</li><li>▪ Send a follow up email as soon as the chat/call conversation ends if customers request you to do so.</li></ul>
<div>2</div>  <div>Utilize Automatic Tools</div>	<p>Automatic tools help to automate everything and save time for both your support team as well as customers.</p> <ul style="list-style-type: none"><li>▪ With live chat, powerful live chat software help you engage customers effectively via proactive chat invitations. Utilize pre-made chat templates to use when needed.</li><li>▪ There is just one thing to remember is that you should avoid being robotic when using automatic tools to support customers. It is human interaction after all.</li><li>▪ Read or learn more about automation and personalization.</li><li>▪ Choose your tools wisely so smart tools would support in nailing both the “automation” and “humanization” aspects of customer support.</li></ul>
<div>3</div>  <div>Be Efficient</div>	<p>Above-mentioned tips will not be helpful if you cannot give customers an efficient solution to solve their problem. On-time reply from support agent is surely important but it is service quality that plays the role of the extreme influencer. Here are few suggestions:</p> <ul style="list-style-type: none"><li>▪ Make sure customers reach the right agent.</li><li>▪ Redirecting queries when necessary is important.</li><li>▪ Add value in treating customer and his problem.</li><li>▪ Deliver what you promised.</li><li>▪ Friendly manner and committing to help solving given issues.</li></ul>





## Reasons and Factors of Time-wastage

#	The major reasons for time wastage in your profession	Strategies for saving time
1	Taking unnecessary information	
2	Keep looking at the catalogue	
3	Failing to recognize the importance of time	
4	Not distributing/scheduling tasks	
5	Doing multiple tasks at a time	
6	Chit-chatting with coworkers	
7	Excessive use of mobile	
8	Interruptions during work	
9	Doing others' work at the expense of your own.	
10	Mental stress	
11	Not paying attention	
12	Using internet	

### Instructions

From the given options, choose the ones that contribute to wastage of your time:

- What steps will you take to reduce or eliminate these factors?



## My Daily Tasks

Your profession

- ☐ Customer Service   ☐ Call Center   ☐ Restaurant Manager   ☐ Salesmanship
- ☐ Beautician   ☐ Food and Beverages   ☐ Receptionist





### Instructions

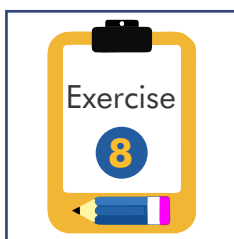
Evaluate your daily routine and make a list of daily activities based on the format given below:

Timings	Details of the task
8:00	
9:00	
10:00	
11:00	
12:00	
13:00	
14:00	
15:00	
16:00	
17:00	

## Time Management in Customer Service – Tips for Service Professionals

Time management is not a secret. It is a learned and practiced behavior. The following are some proven strategies that can assist you in your efforts to move toward better time management in customer service.

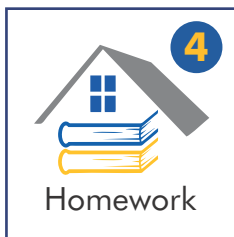
<p>1</p>  <p>Evaluate Your Perception of Time</p>	<ul style="list-style-type: none"> <li>▪ Depending on your personal background, influencers and cultural values and beliefs, you view time in a manner that could differ from some of your customers and others around you.</li> <li>▪ Once you recognize your time preferences, you can start to work on improving how you do things.</li> <li>▪ Pay attention to verbal and nonverbal cues when interacting with others. Based on their comments or cues, you may want to adjust your service delivery accordingly in order to enhance customer satisfaction.</li> </ul>
<p>2</p>  <p>Examine Your Time Reality</p>	<ul style="list-style-type: none"> <li>▪ Everyone has the same amount of time each day (86,400 seconds, 1,440 minutes, or 24 hours). Some people use their time more efficiently than others do.</li> <li>▪ Depending on the type of work environment in which you find yourself, your stress may increase because of your difficulties in using time effectively.</li> <li>▪ You may often have to work extended amounts of overtime or on weekends and holidays in order to meet established goals or standards. The frequent result is that you have little time to think before you speak or act.</li> <li>▪ If you can squeeze out a few minutes, this time can help you efficiently deal with your time reality and more effectively serve your customers or accomplish other tasks.</li> </ul>
<p>3</p>  <p>Determine Relativity of Projects or Tasks</p>	<ul style="list-style-type: none"> <li>▪ Assigning priorities is a matter of relativity. Some tasks and projects are rated higher than others. You should be guided by the question “What is the best use of my time?”</li> <li>▪ Many people fill their daily schedule with frivolous or easy tasks and with tasks that they like to do. This often produces a hollow feeling of accomplishment but they have not added a lot of value to customer service.</li> <li>▪ Keep in mind when setting priorities in the workplace that your number one focus should be your customers and activities that support them.</li> </ul>
<p>4</p>  <p>Be Realistic About Timing</p>	<ul style="list-style-type: none"> <li>▪ Reality and deadlines have a way of dictating priorities. The starting time of a project or task also may establish priorities.</li> <li>▪ Once you begin a task, there must be enough time to finish it. If this is not possible, you may have to prioritize or seek assistance.</li> <li>▪ The key is to be realistic about the time it will take to complete a task. Make sure that you schedule that much time, plus a little extra, on a daily planning sheet that you create.</li> <li>▪ Always consider your peak time period for performance. This is your circadian rhythm the internal clock that makes you more energetic either in the morning or evening.</li> </ul>



## Time Management - Fulfilling Life

Opinion	Yes	No	How would you improve
1 Do you use your time effectively according to your profession?			
2 Do you distribute your tasks?			
3 Is your manager happy, when you finish your work on time?			
4 Are your professional and personal tasks fully planned?			
5 Has it ever happened that you had a lot of work but little time?			
6 Has it happened that you worked all day and still had tasks left to do?			
7 Are you exhausted after work and sometimes, feel that you are irritated or others perceive you to be so?			




Opinion	Yes	No	How to improve?
<div>8</div> Can making a list of task improve time-management?			<div></div> <div></div> <div></div> <div></div>
<div>9</div> Do you finish the easier task first, even though it was scheduled for later?			<div></div> <div></div> <div></div> <div></div>
<div>10</div> Do you prefer to do everything yourself, even though you have the entire team?			<div></div> <div></div> <div></div> <div></div>
<div>11</div> Do you have no time left for personal responsibilities after finishing your office tasks?			<div></div> <div></div> <div></div> <div></div>
<div>12</div> Have you found out the reasons that cause waste of your time?			<div></div> <div></div> <div></div> <div></div>
<div>13</div> Do you recognize the importance of time-management during customer care service?			<div></div> <div></div> <div></div> <div></div>







## Your Work and Necessary Preparation

### Instructions

Read the tasks, that are relevant to your profession and answer the questions mentioned in the next column.

Profession	Scenario	Important tasks	Schedule tasks, with reference to the given scenario
 Customer service	A wedding event is going to take place at the hotel, for which the hall has been booked. The functions will go on for three days, which includes arrangements for decor, lighting, sound and parking. you are in-charge of making the arrangements in time. you have the necessary work-force available.		1 ..... 2 ..... 3 ..... 4 ..... 5 .....
 Salesmanship	Your organization is famous for wedding events. As a salesman, how will you schedule your day in such a way, that you may attend all meetings and what tools will you use, so that you get get as much more business as possible.		1 ..... 2 ..... 3 ..... 4 ..... 5 .....
 Reception	As a receptionist, how will you schedule your tasks in such a way that you will be able to provide more information in less time, without making the customer wait. What kind of information, printed material, tools you must have, to save time while working efficiently?		1 ..... 2 ..... 3 ..... 4 ..... 5 .....

Profession	Scenario	Important tasks	Schedule tasks, with reference to the given scenario
 Restaurant manager	<p>you have to create seating arrangement for 500 people. 100 people will be seated on sofas. There will be a separate sitting area for bride and groom. Buffet will be set-up for food.</p>		1 ..... 2 ..... 3 ..... 4 ..... 5 .....
 Food and beverages.	<p>500 people are invited to this wedding and you are the in-charge of food and beverages. The food includes bread, gravy, biryani, barbecue, salad, dressing, and cold drink. You have one senior cook and three assistants. What will the sequence of tasks?</p>		1 ..... 2 ..... 3 ..... 4 ..... 5 .....
 Beautician	<p>The make-up of the bride and her three friends is your responsibility. The Nikkah will take place at 9:00. when will you schedule their appointment if you have two assistants?</p>		1 ..... 2 ..... 3 ..... 4 ..... 5 .....
 Call center	<p>The hotel also has a call center, where people can call to take information about the wedding. What kind of information you must have for the task?</p>		1 ..... 2 ..... 3 ..... 4 ..... 5 .....

## Managing Complaints and Conflicts

Managing Complaints and Conflicts



03 Hours  
30  
Minutes

- Concept of complaint and conflict
- Types of complaints and conflicts in customer service
- The importance and need for resolution of complaints and conflicts
- Methods for resolution of complaints and conflicts
- Disadvantages of failing to resolve complaints and conflicts in-time

### Summary of the Session

No profession is free of complaints and conflicts. Addressing them effectively is a skill that can save your from stress during work. This session includes suggestions and strategies to resolve conflicts and complaints that may arise during customer services. If an issue is resolved at the outset, that may stop it from becoming a bigger issue. Along with giving suggestions regarding complaints or conflicts, the sessions also highlights the consequences of not resolving a conflicting on time, so as to help the search of timely solution.





## Guess What?

### Instructions

Read the scenarios given below, closely and explain if a concerned person working in customer care become a reason for complaint or conflict, if yes, then how?

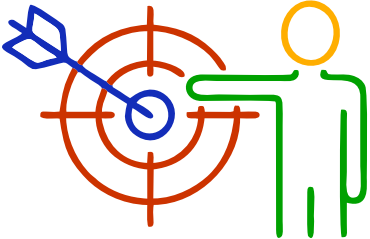


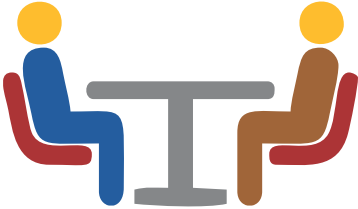
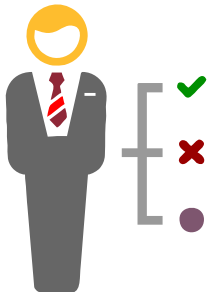
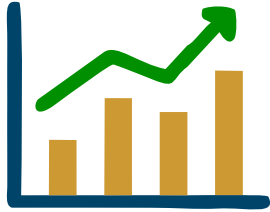
Scenarios	Can the concerned person become a reason for complaint or conflict?	If yes, then how?
Zahid is a hotel manager but he gets angry very easily		
Shazia works the front desk at a beauty parlor. She is very talkative		
Ahmed works as a call agent. He has a habit of making others agree to his point-of-view		
Rehana works in event and exhibition management. She, sometimes, increases the expectations of the customer.		
As a salesmen, tariq sometimes lies to sell things.		
Faisal works in the food and beverages business. He does not listen to the complaints of his clients		
As a customer care officer, fayyaz often gives false reassurances to customers		

## Complaint and Conflict Management in Customer Care

<b>Complaint</b> 	Customer's expressing written or verbal dissatisfaction with received products or services is called complaint. It could be conveyed by the customer directly or through customer service unit	<b>Conflict</b> 	An argument between a customer and service provider, pertaining to provision of a specific product or service, that was unable to satisfy the customer.
---	--	---	---

It is impossible to avoid complaints and conflict in work or business, since that will keep happening. However, ignoring or addressing them poorly is very dangerous. Failing to address conflicts effectively can affect future relations with the customer and business's reputation adversely.

### Why is it essential to address conflicts and complaints?

<b>1</b>  The actual goal cannot be achieved if conflicts are not resolved.	<b>2</b>  Resolving conflicts is essential to accomplish the tasks in a beneficial manner.	<b>3</b>  So that quality of work can be improved.
<b>4</b>  So that the relations with the customer are not affected	<b>5</b>  So that energy is not wasted in resolving a conflict, time and again	<b>6</b>  So that reputation of the business or company can be improved

## Reasons for complaints and conflicts in customer care:



Not keeping a promise with the customer



Sub-standard customer service



Blaming each other



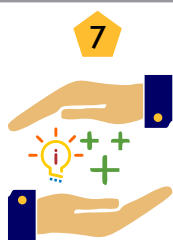
Aggressive attitude of the staff



Complex system of customer service



Not listening to the customer



Keeping the expenses and information hidden



Sub-standard services or products



Not solving complaints or conflicts



Inaccessibility or problems in contact



Creating unnecessary expectations



Reacting immediately



Failing to note down complaints or issues



Not trying to resolve the matter at all



Making it a matter of ego

## 12 Ways of Dealing with Conflicts in Customer Service



Before explaining this handout, do a role-play with the help of trainer note 3

Many conflicts can be dealt with, at initial stage. Following 12 steps help the people working customer care in understanding and dealing with the conflicts at an early stage. So that you have better relationships with the customers and your business also flourishes

<p>1</p> <p>Give the customer a chance to speak</p>	<p>2</p> <p>Create an impressions of empathy and concern</p>	<p>3</p> <p>Keep your attitude appropriate and positive.</p>
<p>4</p> <p>Remain neutral</p>	<p>5</p> <p>Do not react</p>	<p>6</p> <p>Pay attention</p>
<p>7</p> <p>Remain polite</p>	<p>8</p> <p>Do not be angry</p>	<p>9</p> <p>Either convince others or be convinced</p>
<p>10</p> <p>Stay quiet when needed</p>	<p>11</p> <p>Allow people to think</p>	<p>12</p> <p>Set boundaries/ limits</p>

## Why The Anger

### Instructions

Read the scenarios given below carefully and explain, why the customer is angry? Can his anger be lessened? If yes then how?



Shahid came to the restaurant with his family and ordered food. Staff served the food with delay and some crockery was also dirty.

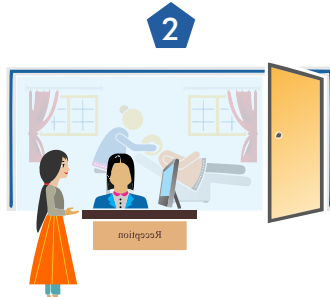
Despite complaint, the crockery was not changed.

When they started eating, they realized that the taste of the food was sub-par. When they called the waiter, he did not listen to them. When the matter was taken to the manager, he used harsh words and almost started a fight and the owner of the restaurant had to come.

Why is the customer angry? .....

Can the customer's grievance lessened, ☐ Yes ☐ No

If yes, then how? .....



Rabia reached the parlor on the time that was given by the front desk officer. However, she found out that someone always reached ahead of her. She started waiting patiently as the front desk officer told her that it will take half hour. After the 30 minutes had passed, she was given new time repeatedly, as the other lady was getting even more work done. When the time was changed for the forth time, rabia lost her patience and started shouting at the front desk officer and the entire staff came to check the source of commotion

Why is the customer angry? .....

Can the customer's grievance lessened, ☐ Yes ☐ No

If yes, then how? .....



Shakeel was talking to the internet service company for the fifth time. The reason was the the internet speed at his home was very slow and he was unable to use the internet effectively. At at previous calls, he was told that the problem will be resolved. He was made to talk to the technical team and a lot of time was wasted in repeated calls. Today when he called, the customer representative talked gently but the issue was not resolved. Eventually shakeel became very angry and started berating the representative.

Why is the customer angry? .....

Can the customer's grievance lessened, ☐ Yes ☐ No

If yes, then how? .....

## What is Anger?





Anger is a basic human emotion that is experienced by all people. Typically triggered by an emotional hurt, anger is usually experienced as an unpleasant feeling that occurs when we think we have been injured, mistreated, opposed in our long-held views, or when we are faced with obstacles that keep us from attaining personal goals.

### What causes Anger?


Anger can be caused by both external and internal events.

- You could be angry at a specific person (Such as a coworker or supervisor)
- You could be angry in a situation (a traffic jam, a canceled flight, electricity issue)
- Your anger could be caused by worrying or brooding about your personal problems.
- Memories of traumatic or enraging events can also trigger angry feelings.

Failing to deal with your anger may lead to:

 1 Health Problems	 2 Tension	 3 Interpersonal Problems	 4 Conflicts
--	--	--	--





When you are ANGRY and UPSET Remember...

 1 Think before you act	 2 Take a "time out"	 3 Time to relax
 4 Calm yourself down	 5 Take 3 deep breaths	 6 Think of a good solution

Walk Away and Finally..... Control Your Anger before it controls you

## Anger Management Tips

The following are some TIPS to prevent/control an Anger.

	The key to anger reduction is knowing yourself.
	When you make mistakes, learn from them rather than getting angry.
	Don't criticize, condemn & complain because it makes you angry.
	Choose a job you love and you will not have a day of anger in your working life.
	Organize your mind and organize your desk for 5 minutes every hour.
	Accept what you cannot change & change what you cannot accept.
	Say sorry at the right moment to reduce the anger of others. For every 10 minutes you are angry you lose 600 seconds of happiness. A little pot soon hot!
	Never reply to a letter/ email when you are angry.
	Nobody can disgrace us other than ourselves. So why get angry?
	Never go to bed with an argument unsettled.
	Expectation breeds frustration. Frustration breeds anger.
	Work is the best remedy for all angers.
	Indecision makes you angry. Therefore, decide this way or that way.
	If all else fails, lower your standards to make you less angry.
	Do not just catch your employees or your children doing wrong things; it will make you angry. Catch them doing right things.

## Dealing with Angry Customers

1



### Prepare Yourself Mentally:

When you realize that your customer is unhappy, take their anger seriously and prepare yourself mentally. You may have to face justified as well as unjustified criticism that you will have to bear patiently.

2



### Listen Carefully:

The most important thing is to ensure that you listen to the customer or client closely, since you may only understand, since it's the only way for you to find out the truth of the matter. Customers also want to be heard when they are angry.

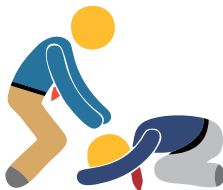
3



### Repeat their Complaint:

When you understand their point of view, repeat it for them, to assure that you understood. It will also help you know that you reached the real issue.

4



### Show Sympathy and Apologize:

When you understand the issue, adopt a sympathetic attitude immediately, so that the customer or client sees that you are concerned about them. Apologize immediately and ensure that your body language is reiterating your stance.

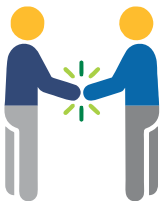
5



### Present a Solution:

After you and your customer have reached a compromise, follow through, immediately or assure your customer that you will and explain to the customer what you and your company will do. Ensure that the customer is happy with the arrangement. Do a follow-up after providing the solution, so that your customer is satisfied and sees that you are concerned.

6



### Act upon Solution and take Followup:

When you and customer agree on a solution implement the solution immediately. Inform the customer what you are about to do. Ensure that the customer is happy with it. After implementation, take a Followup so that you are sure that the customer is satisfied with the results and notices that you care about him/her.

7

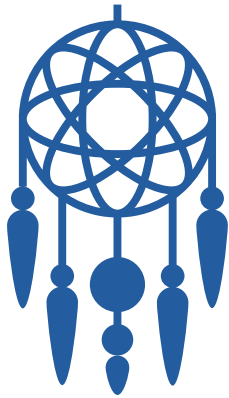


### Take Feedback:

To avoid future complaints or any other issue, take feedback from your customer and clients, to check if they are satisfied, if they have received the required service or facilitation, etc. Or if they will do business with your company again or not.



## Customer Diversity: Cross-Cultural Customer Support



The world is getting smaller. Nations and communities are becoming more diverse. Due to advances in communication, the spread of e-commerce and the ease of travel, many businesses today can expand to cross cultural and geographic boundaries.

- Professionalism in customer service means different things to different people, but all of them are worthy of your time, respect and attention.
- When customer service representatives acknowledge and respect diversity, they have a greater opportunity to attract and retain diverse customers, build better rapport with them and increase customer satisfaction.

Here are some ideas on how you can develop your cultural competence for customer service to better understand the different needs and expectations of diverse groups of customers.

### Respecting Customer Diversity:

Respecting customer diversity is more than simply good manners, here are few tips for customer service professionals:

1



Be positive




- We all know this old golden rule: Treat others the way you want to be treated.
- But simply treating customers with the same courtesy and dignity is no longer enough in this shrinking world.

2



Do understand

- In order to truly succeed, you need to grow beyond the "one size fits all" mentality.
- Learn to understand and respond appropriately to the preferences of customers from varying ethnic, social, and economic backgrounds.

<p>3</p>  <p>Be equipped</p>	<ul style="list-style-type: none"> <li>▪ Skills like cultural awareness, flexibility, and effective communication are critical for customer service representatives.</li> <li>▪ These skills help professionals to properly deal with the expectations of people from different cultures.</li> </ul>
<p>4</p>  <p>Create environment</p>	<ul style="list-style-type: none"> <li>▪ Learn how to create positive experiences for those groups of customers “who are not like you” by letting a specific customer segment know that you understand and are responding to its needs.</li> <li>▪ You will get a great opportunity to shine and develop a significant competitive edge.</li> </ul>
<p>5</p>  <p>Learn More</p>	<ul style="list-style-type: none"> <li>▪ Devote time and energy to open-ended brainstorming about your customer subsets as well as to quantitative research into their needs and wants, and then develop programs to attract and satisfy those preferences.</li> <li>▪ Your organization may be able to build a significant new business base among once-neglected customer groups.</li> </ul>

## Techniques to handle annoying Male customers

The world is quickly filling with annoying and annoyed people. There will be times you need to stand up for yourself. If you feel your reputation as a strong, professional woman is at stake, or your soul needs you to speak your truth, please do so. And if reacting to a rude person is a waste of time, let it go. Not only do you increase your professionalism, you get better and better at balancing your energies.

Being a female customer service representative following are the tips for preserving your peace of mind when you encounter insensitive and rude people:

- Accept that being quiet does not mean being weak. You don't always need to stand up for yourself especially if there is nothing you can do about a petty situation. Pick your battles wisely. Fighting the good fight needs more of your energy than the minor conflicts.
- Consider how silencing your reaction might shift the mind of the difficult person. Often people who react negatively regret their behavior when they calm down. But if you counter with negative energy, they are more likely stick to their story and justify their jerkiness. If instead you surprise them by shifting your attention elsewhere, you remove energy from the fight. They might give in once their ego is no longer involved.
- Manage your non-verbal behavior. If you are going to stay out of the fight, don't roll your eyes, mutter under your breath or make an ugly face as you turn away. You are still sparking the fire with your gestures.
- The best thing to do is take a big breath, let it out slowly and focus on breathing comfortably. You are strong when you control your reactions. The disrespect the person is showing has nothing to do with you personally.
- Choose one word to anchor your mind until the need to react passes. Choose "compassion" or "tolerance" for the person who obviously is not happy. Choose "calm" for your own peace of mind. Say it over and over like a mantra until you feel the word flow through your body.
- Think more broadly. What will this matter today, tomorrow or into the future? What is more important to you, getting the last word in or living a long, healthy and somewhat peaceful life? Your health has more value than one-upping a jerk. Consciously and deliberately choose your reaction. This is your power. Don't give it away.
- Regularly rest and rejuvenate. The more emotionally balanced you are, the less the jerks will trigger you.

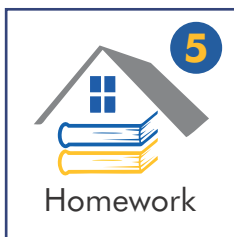


## Difficult Situation in Customer Care Service - What Would you Have Done?

### Instructions

Read the scenarios given below and answer if it would be easy to deal with such situation? What would you have done in such a situation?

Scenario	Would it be easy to deal with such situation?	How would you have dealt with such a situation?
When you do not have all the information		
When you do not have the required products		
When you ask the customer to talk to someone else		
When sub-standard products or things have been provided		
When the services provided are sub-standard		
When the customer's solutions are not effective		
When the services demanded by the customer cannot be provided		
When the staff has behaved badly		
When the customer is not ready to let the matter go		
When the customer is very angry		
When you are the one at fault		



## What Would you Have Done?

### Instructions

Spend time with a customer care expert, who has a few years' experience in this field and ask him to guide you in each one of the following scenarios. What did they do, if they ever were in such a situation? What other problems did they face?

Scenario	How did the expert deal With the situation?	What problems he faced For the solution?
When you do not have all the information		
When you do not have the required products		
When you ask the customer to talk to someone else		
When sub-standard products or things have been provided		
When the services provided are sub-standard		
When the customer's solutions are not effective		
When the services demanded by the customer cannot be provided		
When the staff has behaved badly		
When the customer is not ready to let the matter go		
When the customer is very angry		
When you are the one at fault		

## Job Search and Preparation

### Job Search and Preparation



02 Hours

- Job search
- Preparation of C.V
- Preparation of cover letter
- Interview

## Summary of the Session

To get any job, where you need technical skills, you also require professional skills. Your C.V and cover-letter is a summary of all your skills, that you communicate in writing instead of speaking. If some things are given due importance while making the C.V and cover-letter, your impression will change. the employer will use it as means to assess your suitability. Interview is a big part of getting the job; the better your impression, the more chances you have of getting employed. No task can be done without preparation and interview also requires preparation. Before, during and after the interview, there are many tasks that can ensure your success.

## Search for Employment

### Questions:

- Read the stories carefully and answer:
- What were the reasons for Nasir not getting the job?
- Why was Shakeel successful in getting the job?



Nasir completed the course on customer care and is now searching for a job. He contacted his friends and acquaintances and took their suggestions that proved to be useless. He started looking for job in famous newspapers. He kept giving application at many places. When people from big companies would ask for his C.V, that he did not have. A reputable company asked him for his cover letter, and he did not even know what it was. He would read advertisements in newspapers and on poles and think, only if a miracle would happen and he would get a job.



Shakeel also took training in customer care services from an institute. The company taught Shakeel how to make C.V and coverletter, along with technical education.

After the training, Shakeel saw a advertisement for the post of receptionist for a big hotel, in a newspaper. He contacted the hotel. They asked him to send his C.V and coverletter. Shakeel sent his C.V and coverletter the very next day. They called Shakeel for an interview after few days and Shakeel got a good job in the hotel.



## Few Questions Before Job Search

### Instructions

Before searching for a job, make sure that you have the answers to following questions:

1 Where and at what level do you want to work? .....

.....

.....

.....

2 What kind of work do you like? .....

.....

.....

.....

3 What kind of people would you like to work with? .....

.....

.....

.....

4 What resources would you use to search for a job?

☐ Relatives/friends

☐ Newspapers

☐ Internet

☐ T. V/ radio

☐ Social media

☐ Others



## Preparing C.V

### What is C.V:

- An essential document for every person who is searching for a job
- The summary of your education, experience and other information
- It is helpful for choosing people for potentially suitable job and interview
- In addition to your background, previous and ongoing activities, it throws light on you future goals.

### Important aspects of a C.V:

1	<b>Heading:</b> Write your name and contact number at the start. You may also include you e-mail and fax number
2	<b>Objectives:</b> the job that you are trying to get, will be the goals of the application. To write the objectives, answer the following: <ul style="list-style-type: none"><li>▪ What level of skill do you want to acquire?</li><li>▪ What kind of responsibilities can you fulfill?</li><li>▪ What kind of expertise can you use, for this job?</li><li>▪ It is preferred that you provide extensive objectives in your c.v. However, you can also write the objective briefly.</li></ul>
3	<b>Education:</b> If you are a fresh graduate (in last 5 years), write that first. If you are already doing a job or have a higher/specialized degree, then mention them first, and then mention the name of the institute and date of completion.
4	<b>Work Experience:</b> Start from your most recent experience. Include the name of the organization, designation, city, country and duration of work. Focus on the responsibilities of your current job. Only include the list of responsibilities that you are exclusively taking care of. If you are a fresh graduate, mention the details of any part-time work or summer internships that you may have done.
5	<b>Interests:</b> inclusion of this part is up to you. Only include it, if your interests are job-related
6	<b>Reference:</b> If you have a lot of references, prepare a list. Otherwise, you may also write "References available upon request", at the end of the C.V

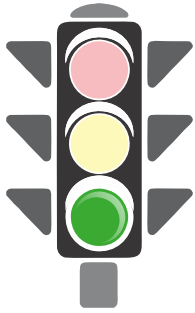
# Sample Resume

House # 12/B, Street # 26, Main Dharampura, Lahore,  
042-34206795, nasirahmadlhr@gmail.com

## Nasir Ahmad

Professional Summary	An independent and self-motivated business graduate with proven and tested business, procurement, sales, and marketing skills. A strong link between theory and practice with practical internship and a part-time job.
Education	Matric from Model School in 2nd Division Intermediate from Punjab College
Experience	<ul style="list-style-type: none"><li>▪ 6 months Internship as receptionist in Qasr-e-Shireen Bakers.</li><li>▪ 3 months Internship as Call Centre Representative in Metro Cash n Carry Lahore.</li></ul>
Interests	Cooking new recipes, watching TV shows
References	References will be furnished on demand

## What Points must be kept in Mind while Preparing the C.V?



DO'S



Provide full details of contact and ensure that they are not inaccurate



Edit your c.v the word count and make it brief



Before sending your c.v to the relevant place, ensure that there are no spelling or grammar mistakes.



Highlight your achievements and strengths. Explain your strengths based on the needs of the employer.



Provide complete details for your c.v. Incomplete information does not show your expertise.



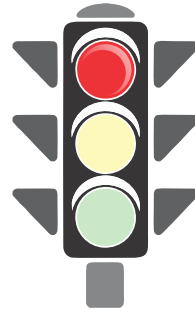
Mention the important information within the upper portion of the c.v



Use underline, bold edit and bullets, so that bisections are visible



Use high quality paper for printing your c.v and use plain white paper instead of colorful ones



DON'Ts



Avoid abbreviations and short-hand while writing your name and address.



Do not include details of your current or last salary. Talk about salary in the interview



Do not include the reason you left your previous job, in your c.v



Avoid lying and exaggeration in your c.v



Do not make untrue claims



Use only one font-size in each page. You may increase the font-size for heading



Do not use more than 2 pages



It is unnecessary to write "c.v" at the top of the page, as it wastes time.

## Cover Letter

When you send your C.v for a post/position, you also attach a short written brief, which is called cover-letter.

Why is cover-letter important:

Without even focusing on the c.v, the concerned person will read the cover letter. If it is badly written, the reader will try to get rid of it or put it in a trashcan. But if the cover-letter is well-written, attractive and simple, the reader will immediately start reading your c.v. It's very easy!

What should you write in a cover-letter?

It is possible that the person reading your cover-letter is busy or does not wish to waste his time, reading an unnecessary brief. So, the cover-letter must be such that it can be read easily. It is brief, succinct and based on relevant information. Avoid using difficult words.

Keep following things in mind for your cover-letter:

1	2	3	4	5
Mention the position that you are applying for	Mention how you found out about the position	Mention why are you applying for the position	Explain how you may prove an asset to the company	Request for an interview

## Job Application (A Sample)

Your complete address Contact number and E-mail address	
Date	For instance: Wednesday, November 12th, 2017
Name an address of the one, it is addressed to	Include the details of the person/organization, to whom you are sending the application; their name, designation, name of organization and address. Write these details on the envelop.
Topic	It shows the purpose if the application, such as "Job Application"
Salutation/ Greetings	<p>A letter written in English, always starts with "Dear". if you do not know the relevant person, you may also write:</p> <ul style="list-style-type: none"> <li>Dear Sir</li> <li>Dear madam</li> <li>Dear Mr. Khan</li> <li>Dear Mrs. Khan</li> </ul> <p><b>Note:</b> If you do not know the relevant person, always write Dear Sir/Madam</p>
Body	<p>Cover-letter must consist of 3-6 lines. As it has been previously mentioned:</p> <ul style="list-style-type: none"> <li>Mention the position you are applying for?</li> <li>How did you find out about the post?</li> <li>Explain why you want to work on that position?</li> <li>Also explain, how will you benefit the company</li> <li>Request for interview</li> </ul>
The Ending	At the end, write: Yours sincerely, yours faithfully, yours truly
Your Signature	Sign, using Black or Blue ink.
Your Name	Write your full name. For instance: "Muhammad Javed Khan"

**Note:** Some places require hand-written cover-letter but always send typed cover-letter. This ensures the legibility of the letter.



## Your C.V

### Instructions

Prepare the biodata, based on the format given below, if necessary, take suggestions from a teacher, friend or someone who has experience.

### My Resume

Address: \_\_\_\_\_ Tel No: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name \_\_\_\_\_

Professional Summary	
Education	
Experience	
Interests	
References	

Instructor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## What is Interview

A conversation between the potential employer and employee for any position/post to know more about each other, is called an interview

### What is the focus of an interview

For selection of any candidate, 3 points are kept in mind:

1	<p>What can you do for us?</p> <p>If you are hired, how you would distinguish yourself from other applicants? The answer is your education, past experience, specific skills, and other information is the answer</p>
2	<p>Why do you wish to work for us?</p> <p>Employers want to ensure that the selected candidate has substantial knowledge about the organization, profession and the post. As a candidate, you have to explain why you are interested in working for that organization? You also have to tell your employer that you have a realistic outlook regarding the and it holds relevance for your short and long-term goals</p>
3	<p>What kind of personality do you have?</p> <p>Employers focus your attributes, such as your level of motivation, passion to excel, creative thoughts, problem-solving abilities and teamwork. They also focus on how would these attributes play a role if you are given the job. Every employer is in constant search of a good personality, with regards to their organization.</p>
4	<p>What can you do for me?</p> <p>Oftentimes, the candidates consider the interview as one-sided process which is not right. Without a doubt, the interview is conducted by the employer but the candidate must also interview the interviewer regarding their organization, using their methodology. How will the organization prove effective in your professional progress.</p>
5	<p>Why do I wish to work for you?</p> <p>How does the organization align with my short and long-term goals? Do I understand this job and industry fully? Is this job appropriate for me?</p>
6	<p>What kind of personality you have, as an individual or organization?</p> <p>Is it an organization that I will like working for? Am I working for people that I will have to spend at least 8 hours with</p>

## Instructions for the Interview







Before explaining the handout, do the role play on trainer not 4

### Before Interview:

<p>1</p>	<p>Research regarding the interview:</p> <ul style="list-style-type: none"> <li>Take help of courses or professional coaches for job preparation</li> <li>Read the written material, such as handouts, available for interview preparation and skills.</li> <li>Practice giving interview with the help of a brother or sister</li> </ul>
<p>2</p>	<p>Assessing your value:</p> <ul style="list-style-type: none"> <li>Assess your experience and education for the job that you wish to apply for. Evaluate your education, skills, goals, interests and abilities. During the interview, explain how are your abilities relevant to the post you are interviewing for.</li> <li>Look for your weaknesses and decide how would you respond to difficult questions?</li> </ul>
<p>3</p>	<p>Information regarding employer and the department:</p> <ul style="list-style-type: none"> <li>Know about the company's website or company's work and the position that you are interviewing for.</li> <li>Get information regarding the department you wish to work in (for instance: teaching or management, etc.)</li> <li>Talk to the people that have already done similar kind of jobs</li> </ul>
<p>4</p>	<p>Make a strategy for interview:</p> <ul style="list-style-type: none"> <li>Based on your self-evaluation, identify your qualifications and attributes that the company wishes to see in their "ideal candidate"</li> <li>Make a list like "five stories of success", i.e., situations where you have proven to be exceptionally impressive and you were proud of your performance. You cannot pre-empt interview questions but if you have prepared 5 strong examples, you will be able to find the answer immediately.</li> </ul>



<p>5</p> 	<p>Practicing for typical questions for interview. It is impossible to know the specific questions that shall be asked. However, some questions are asked in every interview. For instance:</p> <ul style="list-style-type: none"> <li>■ Tell us about yourself</li> <li>■ Why are you interested in working with us? what do you know about us?</li> <li>■ What are your strengths and weaknesses?</li> <li>■ What are your objectives/goals?</li> <li>■ How do you consider yourself the best candidate for the position?</li> <li>■ What do you want to ask, form us?</li> </ul>
<p>6</p> 	<p>Practice for the questions that you may ask during interview: Prepare a list of questions that you will ask the interviewer</p> <ul style="list-style-type: none"> <li>■ Avoid questions, the answers to which you can find yourself, with some effort.</li> <li>■ Show that you have done your homework regarding the company (asking about the date of establishment is not a good questions, since that is mentioned on the company's website)</li> <li>■ You require such information that will help you decide. Ask relevant and deep questions</li> </ul>
<p>7</p> 	<p>Prepare a file for your documents: Before going to the interview, put all your documents that you may need, in a file. These will include:</p> <ul style="list-style-type: none"> <li>■ Cover-letter, biodata, references.</li> <li>■ Academic certificates</li> <li>■ Letters or certificates from your old jobs</li> <li>■ Any such document that confirms the information given in the biodata/c.v</li> </ul>
<p>8</p> 	<p>Presentation:</p> <ul style="list-style-type: none"> <li>■ Select a good dress for going to the interview. Ensure that you look professional and worthy of praise or the day of interview.</li> <li>■ Ensure that you get adequate sleep before the interview</li> </ul>

## During the Interview:

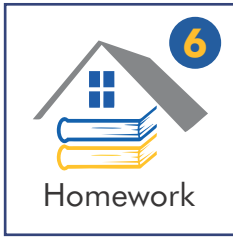
- Adopt a polite and positive attitude. Avoid pacing. Express your passion for the job and interview. At the end of the interview, thank the interviewer
- Body language is very important. Ensure that you are standing straight and maintain eye contact. It shows that you are confident and self-assured. No organization wants to hire worried and unsure individual. However, ensure that you are not over-confident
- Never make the mistake of thinking that the interview is just a cursory meeting. It is a huge mistake to assume that you will get the job
- Focus on your strengths and forget your little weaknesses. Even though you may be able to describe yourself in a favorable light, no person is complete. Everyone has strengths as well as weaknesses. Keep your strengths in mind during the interview.
- If you are unable to understand a question, during the interview, ask again. If you are unsure of the right answer, ask the interviewer to give you 1-2 minutes. During this time, think and give the correct answer.
- Maintain eye-contact during the interview but do not over-stretch it. Eye-contact will show your confidence and truthfulness
- Avoid criticizing your previous employer or company.
- Don't be hasty in discussing the salary. Listen to the interviewer carefully. It is possible that they may discuss salary.



## After the interview:

- Thank the interviewer for his consideration and time
- Avoid calling immediately to know about the result of the interview
- If you are interest in the job, follow-up via phone call or E-mail after a week





## Practicing for the Interview at Home

### Instructions

Imagine that you have been called for an interview. Think how will you respond to following questions during the interview. Write your answers in the space provided:

1 What is your biggest weakness?

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2 What is your biggest strength?

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3 When was the last time you were angry? What had happened?

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4 Would you like to work alone or as a team? Give some examples of teamwork.....

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5 Why do you consider yourself suitable for the job? .....

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6 What are your goals for the next 5 years? .....

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## Instructions for the Session

- Take pre-test at the start of the session
- Instructor will explain the questions of the pre-test. In case the students cannot understand anything, he will explain
- The pre-test will be distributed according to the strength of students and the instructor will count them upon collection
- Tests will be graded based on the performance and results will be entered in a file
- Students will be made aware of the objectives of the session.
- The interesting stories given in each session will be read aloud and connect to the main concept of the session
- Time will be given due importance during the session and it will end on time.
- Along with the session and its sub-topics, a summary of the session will be shared with the students
- The activities of the session shall be conducted keeping the time and instructions provided within the trainer's manual, in mind
- Props will be prepared beforehand for the activities, based on the trainer's manual
- Post-test shall be conducted at the end of the session and counted upon receiving. After that, it will be included in the result
- Assessment sheet will be completed, based on the instructions
- Obtained marks will be transferred to the final result sheet
- A proper record will be maintained for the marks that the student obtained.
- Students will be made aware of their marks
- The students will be further guided regarding their professional skills, where needed.

## Effective Preparation of Presentation

Presentation entails presenting a topic in front of an audience. Usually, a demonstration, introduction, lecture or speech may prove useful in guiding or convincing the audience regarding a specific matter.

### Why?

Effective presentation reduces barriers in communication, which are main reason for work-related problems. Presentations not only convey the information effectively, they also enhance other attributes and skills of a person. They highlight your importance in the eyes of your coworkers, alongside clients, head of your organization and other officers.

### What should be the focus?

To evaluate a presentation, 5 major aspects need to be assessed. Marks will also be awarded, keeping these points in mind:

1	2	3	4	5
Command on the topic	Speaking with confidence	Maintaining eye-contact with everyone	Explaining the topic and using examples	Dress, non-verbal communication, gestures, facial expressions, smile, etc.

Standard for assessment and marks:

Assessment of quality		Total Marks	Marks Obtained
1	Importance of the topic	2	
2	Elaboration of the topic	2	
3	Tone of your voice and delivery	1	
4	Attitude and style	0.5	
5	Confidence	0.5	
6	Giving examples from everyday life	0.5	
7	Relevance of example with the topic	0.5	
8	Hand gestures and posture	1	
9	Facial expressions and smile	1	
10	Physical appearance, and tidy/styled hair, etc	1	
11	Clean socks, clothes and shoes, etc.	1	
Total Marks		11	

## Score sheet for Soft Skills in Students

Name of the students.....Name of the course.....

Duration of the course (month).....Starting date of the course.....

Ending date of the course.....Name of the instructor.....

Name of the institute and address.....

#	Topics included within the course	Starting Date	End Date	Assessment Number	Total Marks	Marks for Pre-test	Marks for Post-test	Percentage of difference	Instructor's Signature
Part-1: Marks for pre and Post-test									
1				evaluation 01					
2				evaluation 02					
3				evaluation 03					
4				evaluation 04					
5				evaluation 05					
6				evaluation 06					
7				evaluation 07					
8				evaluation 08					
9				evaluation 09					
Total marks of Pre-test									



#	Topic of Presentation	Total Time for presentation	Total Marks for Presentation	Presentation at the start of the course	Presentation during the course	Presentation at the end of the course	Total Marks for Presentation	Obtained Marks	Instructor's Signature
Part-2: Marks for Presentation									
1									
2									
3									
4									
5									
6									
7									
Grand Total:									

Instructor's opinion regarding soft skills of student: .....

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Name and Signature of Instructor: \_\_\_\_\_

Name and Signature of Supervisor: \_\_\_\_\_