**CUSTOMER SERVICE – HOMEWORK: SESSION 3**

**Customer Service: Skills for Success – 7th Edition**

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**Chapter Three: Verbal Communication Skills**

Why is having an arsenal of interpersonal skills in your service tool box important?

Define Interpersonal Skills. Provide examples.

What is meant by the statement, “As a customer service professional, you have the power to make or break the organization”?

What are the two key elements in making your interactions with customers successful?

How can a service provider Strengthen Customer Satisfaction?

Define Two-Way Communication.

How does the Environment affect the effectiveness of your message?

Compare and contrast the role and responsibility of Sender and Receiver.

Define Message. What is the role and importance of the Channel chosen to deliver it?

Compare and contrast Encoding and Decoding a message. How are they related?

Define Feedback. Why is it so important for effective communication?

What Filters exist that may distort or affect the message one receives?

Define Noise.

Explain the PLAN Acronym in detail and describe its role in ensuring positive communication.

How can a service provider Elicit Customer Feedback and Participation? Why is this important?

What tips are offered for Providing Feedback Effectively?

Compare and contrast Assertive – Passive – Aggressive behavior. Which style is most useful in building and maintaining customer relationships/satisfaction? Why?

**Chapter Four: Nonverbal Communication Skills**

Define Nonverbal Messages. What role do they play in communication?

What are the factors that affect the use and influence the interpretation of nonverbal cues?

Define Body Language. What is the key to “reading” it? Why is this important?

Explain the impact of Eye Contract and Facial Expressions in the communication process.

Explain the impact of Posture and Gestures in the communication process.

Define Vocal Cues. How do they impact the communication process?

What are the pros and cons of Pauses in the communication process?

Define Semantics. How does it impact the communication process?

Explain the impact of Appearance and Grooming – Hygiene – Clothing and Accessories in the communication process.

Explain the impact of Spatial and Environmental Cues in communication process.

What role does Color play in the communication process?

Compare and contrast Roles of Gender in Nonverbal Communication.

Explain the Impact of Culture on Nonverbal Communication.

What are some Strategies for Improving Nonverbal Communication?

What type of Customer-Focused Behavior aligns with your strengths? What behavior can you improve?