**CUSTOMER SERVICE – FILL-IN-THE BLANK: SESSION 6**

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

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**Chapter Eight: Customer Service in a Diverse World**

Diversity is encountered everywhere and is an important aspect of everyone’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Encounters with others give us an opportunity to expand our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of others.

One significant impact that diversity has on customer service is that people from varied backgrounds and cultures bring with them expectations based on the “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” of their country or group.

Part of creating a positive diverse customer business environment is to train each service provider in the nuances of dealing with people who have backgrounds that are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from their own.

Additionally, this effort involves each employee taking ownership for enhancing their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ related to working with a diverse customer base.

As you begin your journey through the concept of dealing with diverse customers, stop and think about the following questions:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

“Diversity” encompasses a broad range of differences. Many people associate the term with race or color of skin. However, it also encompasses a variety of other individual and group characteristics such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Start your journey to better understanding of diversity by being fair to people and keeping an open mind when \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with them.

Some factors that make people different are innate, that is, they are born with them, such as height, weight, hair color, gender, skin color, physical and mental condition, etc. All these factors contribute to our uniqueness and either help or inhibit us throughout our lives, depending on \_\_\_\_\_\_\_\_\_\_\_\_\_ we have.

We gain or learn other factors that make us \_\_\_\_\_\_\_\_\_ through our environment and our life experiences, such as, religion, values, beliefs, economic levels, lifestyle choices, profession, marital status, education, and political affiliation.

The bottom line is that all of these factors affect each customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Applying your own cultural practices and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to a situation involving someone from another culture can result in frustration, anger, poor service, and lost business.

A \_\_\_\_\_\_\_\_\_\_\_ customer world brings potential differences in the way some people perceive factors such as time, communication style, gender roles, religion, dress, and members of other countries and cultures.

Values often dictate which behaviors and practices are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Values are the “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” that people use to evaluate issues or situations, make decisions, interact with others, and deal with conflict.

To be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in dealing with others, service providers should not ignore the power of values and beliefs, nor should they think that their value system is better than that of someone else.

Modesty refers to the way that cultures view propriety of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Based on your personality and prior life experiences, you may be more or less likely to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ personal information, especially to people you do not know well.

A good rule of thumb is to stay focused on the business of serving your customer in an expeditious and professional manner. Keeping your conversations centered on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the customer’s needs can accomplish this.

Although North Americans often pride themselves on their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, people from other countries may see informality as rudeness, arrogance, or over-familiarity.

In most cultures, some level of respect is paid to older people. This stems from a belief that with \_\_\_\_\_\_\_ come knowledge, experience, wisdom, authority, and, often, higher status.

Before business is conducted in many cultures, the building of a strong interpersonal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is very important.

Failure to establish rapport or an environment of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ could lead to a breakdown in service and/or lost customers. This does not mean that you should hesitate to assume a quicker familiarity with customers from such cultures, as this could also alienate them.

Instead, when you will be having ongoing contact or doing repeat business, follow the customer’s \_\_\_\_\_.

Relationship building may also involve presenting gifts to persuade various people in the organization that you are a friend and have their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at heart. Only then can you proceed to determine needs and provide service.

Culturally and individually, people view the role of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ differently.

By recognizing your biases and preferences, and being familiar with other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, you can reduce the potential for disagreement.

Many times, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ toward conflict are either rooted in the individual’s culture or subculture or based on personal behavioral style preference.

Depending on the individuals you encounter and their cultural background, you and your customers may deal differently with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Regardless of culture or group, people choose different conflict resolution styles based on personality style preferences.

In relation to \_\_\_\_, people and societies are often referred to as being either monochronic or polychronic.

People from the U.S. are typically very time-conscious (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_). You often hear of the phrase “time is money,” which stresses their impatience and need to maximize time usage and to be punctual/efficient.

People have differing levels of needs. Ask customers what their needs are and listen to their \_\_\_\_\_\_\_\_\_\_.

As a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provider, you should become proficient in working with customers with language differences and disabilities; you also need to work with young and elderly customers.

Given the potential diversity of your customer base, it may be impossible to establish a service \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for each group.

One major obstacle for service providers in the U.S. is that many adults believe that most of the world’s population speaks \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The key to effectively serving all customers, and particularly people from different cultures, is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

According to the “Disabled World,” approximately 10% of the world’s population has some type of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This is not just an issue in the U.S. Around the world, populations are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

From a customer service perspective, you will certainly encounter someone in the workplace who has a disability and that may require your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in serving them.

In most cases, customers who have disabilities have learned to accommodate their own personal needs and do not want to be treated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; they want to be treated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Do not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that just because someone has an obvious disability that they require or want your assistance.

As the population ages there will be a greater need for services – and service providers – to care for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ people and allow them to enjoy a good quality of life.

When providing customer service to someone close to your age be sure not to make the mistake of being overly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with them in delivering service.

And, don’t treat \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers as your children, condescend, or talk down to them.

An additional point to remember when dealing with younger customers is that they may not have the product knowledge and sophistication in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that older customers might have.

Many considerations need to be taken into account when you are delivering service to diverse customers.

Appropriate \_\_\_\_\_\_\_\_\_\_\_\_ usage is a meaningful tool that you should master for good customer service.

Consider the following basic guidelines for communicating with all types of customers:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Chapter Nine: Customer Service Via Technology**

Customer service is a 24/7 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and technology can assist in making it effective.

More people are accessing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-related customer service. This is significantly influencing the economies of many countries via technology-based customer services.

More than ever, people are using their \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and other electronic mobile applications, devices, and computers to surf the Internet and place orders

As a result, more people have opted to do their shopping and business from the comfort of their own \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

With access to products and services at almost any time through telephones, smart phones, mobile devices, and the Internet, customers are in a position of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as never before.

Electronic \_\_\_\_\_\_\_\_\_\_\_\_\_ is an expanding and powerful way to employ technology to conduct business.

The growing trend of customer care center or call center expansion that provide technology-based service has resulted in reduced staff and costs, while maintaining or increasing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ effectiveness.

In the past, operations that used \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ were seen as labor-intensive (because of the need to maintain and operate equipment) and behind-the-scenes or “back-office” functions.

Customer contact centers, or help desks, are more powerful and complicated than ever before. They also provide more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than their rather ineffectual predecessors did.

Any technology application considered today must incorporate a real-time \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for all customer interactions, while effectively monitoring EE performance and productivity results and tying directly to workflow processes that best satisfy customer needs.

Additionally, such systems should provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for creating future business opportunities (i.e. gathering customer needs data that can potentially lead to additional sales).

Even with all the technological advances, one thing remains clear: Many customers still appreciate old-fashioned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer service.

Some people are “high touch” (preferring assistance) while others are “low touch” (preferring to serve themselves); therefore, offering a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of service delivery systems is smart business.

Call centers have been around for years. During that time, representatives or agents have used traditional technology to access data and communicate with customers in order to provide a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ level of service.

Evolving technology is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the way businesses and organizations of all sizes around the world do business.

The following are some ways that organizations are tapping into today’s evolving web-based and mobile technology to better serve potential, new, and existing customers: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are a series of electronic “pages” that are hosted on a web server and provide vital organizational, product, and service information, and multiple ways for consumers to get in touch with key company representatives.

These standards of technology are able to share \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about a person or a company’s organization, products and services, contacts, service options, and much more.

One key to website effectiveness is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. People must know about the organization and be able to find its website in order to access information on it.

Websites are basically a “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” mechanism. That means that site owners post info, provide service chat support, and encourage people to come to the site to retrieve information, use services and support, and make purchases.

Cloud computing technology involves using hardware and software delivered over a network, such as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The Internet has exploded with social networking websites (i.e. Facebook, Twitter, LinkedIn, Pinterest) that allow people and organizations a vehicle to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information about themselves, products, and services.

Users connect on various social media sharing sites for a variety of reasons. This potentially provides a wealth of opportunity for companies that want to share their \_\_\_\_\_\_\_\_\_\_\_\_\_ about products and services with the world since there are hundreds of millions of visitors to these websites each year.

There are many factors to consider before moving forward into the social media arena. Part of the initiative should be to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ what is in it for site users and the organization.

Five reasons that people are likely to follow your company brand on social media:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

One of the biggest advantages to using social media to get information out to current and potential customers is that the sites are almost exclusively \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Imagine the simplicity of creating a short video that discusses your organization’s mission, vision, and value statements or provides an overview of products and services and then \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it to a site like YouTube.

An important thing for companies to realize is that their employees are networking with other employees and possibly their customers directly or indirectly through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Like anything else related to customer service, technology offers advantages and disadvantages, particularly in the following areas: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

By using computers, software, and various telecommunications devices, a company can extend its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ without physically establishing a business site and without adding staff.

Simply by setting up a website, organizations can become known and develop a worldwide customer base while helping to equalize the playing field with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ worldwide.

Technology \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ employees from mundane tasks such as taking information and mailing out forms, information, or other materials.

In the age of technology, people contacting your organization typically expect immediate responses or assistance. They do not care about problems with your systems. They likely expect that issues related to services, phone systems, and other equipment are anticipated and an alternative is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Technology, especially the Internet, has spawned a new era of fraud and manipulation. This is a major concern for consumers and can create many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for you and your peers.

Using technology \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and with correct etiquette is important.

E-mail provides an inexpensive, quick, and effective way of communicating via the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The telephone is the second most important link in customer service. Modern businesses rely heavily on the use of telephones to conduct day-to-day operations and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with customers.

Just as when you are delivering service face-to-face with a customer, the same skills apply to providing effective customer service over the telephone, especially the use of vocal quality and \_\_\_\_\_\_\_\_\_\_\_ skills.

People quickly form an opinion of you and your organization in any interaction. The message they receive often determines how they interact with you during the conversation and in your future \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

One basic strategy for successfully providing effective customer service over the telephone is to thoroughly understand all phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and use them effectively.

Although voice mail is hailed by many people as a time-saver and vehicle for delivering \_\_\_\_\_\_\_\_\_\_\_\_\_, when an intended recipient is unavailable, many other people have difficulty dealing with this technology (including answering machines).

When a customer calls or contacts your organization, you should personally \_\_\_\_\_\_\_\_\_\_\_\_ responsibility and do whatever you can to help ensure that they get the finest level of service available.