

🌟 Good Customer Service Workshop – Summary Highlights 🌟

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🧠 Workshop Core Concepts

**Understanding Your Customer**

- Different demographics need different approaches.
- Delight exceeds satisfaction.
- Customer experience includes everything–environment, tone, and timing.

**Building Instant Rapport**

- Smile genuinely
- Make eye contact
- Use names and preferences
- Ask open questions ("What can I help with?")
- Mirror body language and communication style

**Effective Communication**

- **Phone:** Use warm tone, smile, follow up.
- **Email:** Clear, structured, friendly tone, check spelling.
- **Body Language:** ~55% of communication impact.

💬 Language that Connects

Instead of: "I don't know"
Say: "That's a great question–I'll find out for you."

Instead of: "That's our policy"
Say: "Here's what we can do within our guidelines."

🔥 The HEAT Principle

Use this 4-step method for resolving customer frustrations:

Step	What to Do
Hear	Listen fully, don't interrupt
Empathise	Acknowledge their feelings and perspective
Apologise	Offer a sincere, specific apology
Take Action	Provide a clear solution and follow through

⚠️ Trigger Words to Avoid

"Calm down" · "Actually" · "That's not my fault" · "I completely understand"
Replace with respectful, solution-focused phrasing.

🔑 Key Takeaways identified by the participants themselves

Body Language Matters

Non-verbal communication (body language, tone, eye contact) has a bigger impact than words.

YOU Are the Business

To the customer, the person they speak to is the business.

Under-Promise, Over-Deliver

Always exceed expectations–surprise and delight your customers.

Avoid Trigger Words

Phrases like "calm down," "actually," or "I completely understand" can escalate tension.

Use the HEAT Principle

Handle difficult situations with empathy and action.