

CUSTOMER SERVICE
San Jose Police Communications
Basic Dispatch Academy

Lesson Plan

COURSE TITLE: CUSTOMER SERVICE – 2HRS

COURSE GOAL: To enable students to provide the public with quality customer service by utilizing effective listening skills and powerful, positive language to win over our telephone callers.

AUDIENCE: Public Safety Communications Specialists and Public Safety Radio Dispatchers in the Basic Dispatch Academy

COURSE OBJECTIVES

- I. The Importance of the First Contact with a Caller/ Benefits of Providing Quality Customer Service**
- II. 7/11 Concept**
- III. Qualities and Actions of a Successful Customer Service Professional**
- IV. Utilization of Verbal Judo**
- V. Effective Listening Requires Focusing on the Caller**

EXPANDED COURSE OUTLINE

- I. The Importance of the first contact with a caller**
 - A. Benefits of providing quality customer service
 - Positive image to the City of San Jose
 - Fewer complaints
 - Instills trust
 - Citizens feel like they are treated well
 - Creates supply/demand – tax revenue

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- Self gratification
- Raises self-esteem

B. What San Jose PD has done to enhance quality customer service

- Community Policing: CPCs
- Crime Prevention: Neighborhood Watch
- Adopt-a-School
- Tours/Presentations
- 9-1-1 for Kids

*Customer Service is a learned set of skills: not common sense!

**In our jobs we have the inherent problem of managing the moment from a customer service stand point, while obtaining critical information from the caller in a timely manner.

***Create a powerfully positive first impression; any time a customer comes in contact with any aspect of the organization he/she uses that opportunity to judge the quality of service that organization provides.

II. 7/11 Concept

A. In **seven** seconds of contact, a customer forms **eleven** impressions about you and your organization.

1. Customers make one of three decisions:
 - Dislike you
 - Indifferent
 - Like you
2. 11 Impressions that the Customer is left with
 - Clean
 - Attractive
 - Credible
 - Knowledgeable
 - Responsive
 - Helpful
 - Friendly
 - Empathetic
 - Courteous
 - Confident
 - Professional

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B. Communication Skills

- Content: What you say/7 – 10%
- Voice: How you say it/33 - 44%
- Body Language: Body language/50 - 60%

**We really need to make that 33-44% count!*

***85-90% of all personnel complaints are “tone” or attitude related.*

III. QUALITIES AND ACTIONS OF A SUCCESSFUL CUSTOMER SERVICE PROFESSIONAL

A. Customer Satisfaction/Actions that you need to take

- Make sure their needs are met
- Make sure they truly understand what you are going to do for them
- Provide them resources and options
- Educate them
- Thank them for calling/reassure them that they have done the right thing
- Do not treat them as if they are inferior. Treat them with and talk to them with respect
- Be patient

**We are not hired to have bad days...we are hired to have good days. Our job is based on being able to help people in need. We must not let our personal agendas get in the way of performing our jobs. We are the critical link that may mean life or death. We need to always be ready to work whether or not we are having personal problems.*

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B. Four C's to credibility

- Competence
 - Character
 - Composure
 - Courtesy
- *Make the caller glad they called!*

C. Steps toward the successful Customer Service Professional

1. Satisfy the customer on hold by
 - Ask for permission to place the caller on hold
 - Listen for a response and emotions
 - Assure the caller
 - Return within thirty seconds
 - If you have to transfer the caller, stay on the line to insure the connection and or give the caller the number in case they are disconnected.

2. Win over rude callers
 - a) **GIVE 5 STAR ATTITUDE (ATTENTION)**
 - Patient
 - Efficient
 - Your attitude is key to customer satisfaction

 - b) **MAKE A PERSONAL CONNECTION (ACKNOWLEDGE EMOTIONS)**
 - Exceptional Courtesy
 - Establish Rapport
 - Empathize (acknowledge emotions)
 - Transfer the call, not the caller

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- c) **ACT QUICKLY (IMMEDIATE ACTION)**
 - Clarify
 - Confirm
 - Connect
 - Offer Choices
 - Offer Callback

- d) **HOW ELSE CAN YOU HELP (OFFER TO HELP)**
 - Offer additional actions

IV. UTILIZATION OF VERBAL JUDO

- A. Four Principals/Rules of Verbal Judo
 - Do not take anything personally
 - We do not deal with people that are calm
 - Say what you want, *but* do what I say

-Never lose professional face

B. Assertiveness

1. Get the caller to respond when under these influences

- anger
- alcohol
- anxious
- despair
- drugs
- emotional
- fatigue
- fear
- frustration
- rage
- shock
- tiredness

*Assert yourself/Use powerful language

2. Six Steps to Assertiveness

- Shelve your feelings (be sure to get back to them later)
- Suspend judgments
- Gather information
- Focus on facts
- Acknowledge emotions
- Take ownership: solve the problem

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*Suspend your judgments and your own interpretation of the situation. Your job is to gather *the most accurate* information and pass it on. You are *not* to predict what *you think* is going on or what will happen next. There is a fine line between interjecting/predicting vs. reporting just the facts.

****Be constantly aware of the difference between assertiveness and rudeness**** *SJPD has a zero tolerance policy for rudeness!*

V. EFFECTIVE LISTENING REQUIRES FOCUSING ON THE CALLER

A. Listening Skills

1. **Bias** is the #1 barrier to effective listening
2. Increase your listening skills and help yourself focus on the caller by:
 - Repeat their word in your mind

- Concentrate on the unspoken message
- Cue yourself to listen when your mind wanders
- Ask “dumb” questions to truly understand

B. Team Work

1. Everyone in each rank has a customer; including supervisors.
 - If the service professional receives excellent treatment, so will the customer.
2. Who are our customers?
 - citizens
 - officers
 - other Agencies
 - *2nd year in a row CHP dispatchers have voted SJPD dispatchers as the “friendliest” and “most efficient” dispatchers in the county.
3. Performance hurdles that get in the way of teamwork
 - Personality Conflicts
 - Pride/the need to be right/fear of being wrong
 - Trust issues
 - Past Experience

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4. Strategies to remove performance hurdles
 - Adopting proactive attitudes
 - Accepting 100% responsibility
 - Admitting mistakes
 - Accepting empowerment
 - Setting personal performance goals
 - Solving problems
 - Being friendly; harmonious
 - Appreciate the job
 - Get to know team members
 - Learning continuously

