

Anchorage, Alaska
September 24-28,
2017



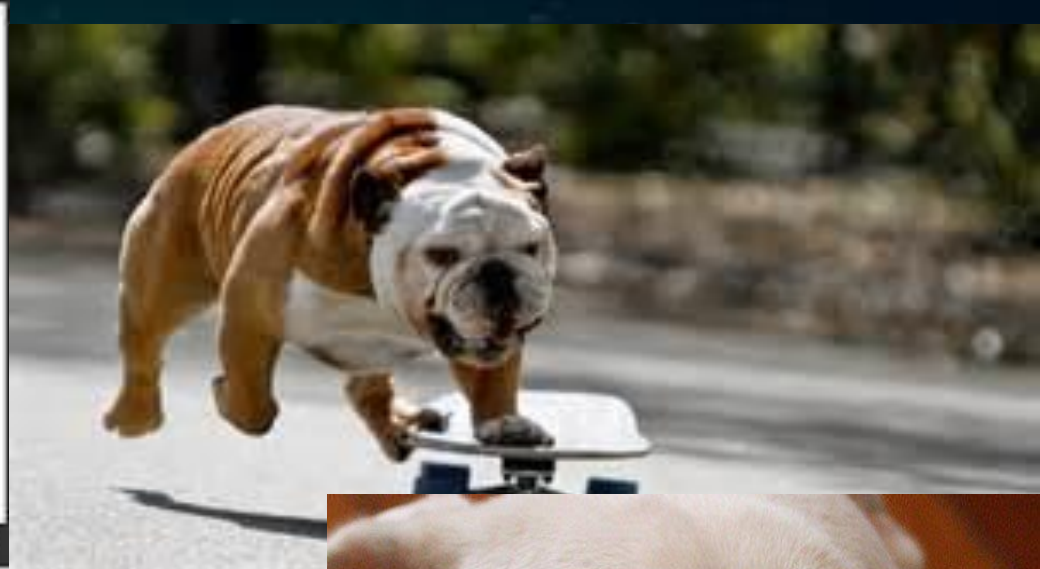
Customer Service Part 1

**Presented by: Jennifer Morrone
Clark County District Attorney
Family Support Supervisor**





YOURPETHATESYOU.COM



rochaethale



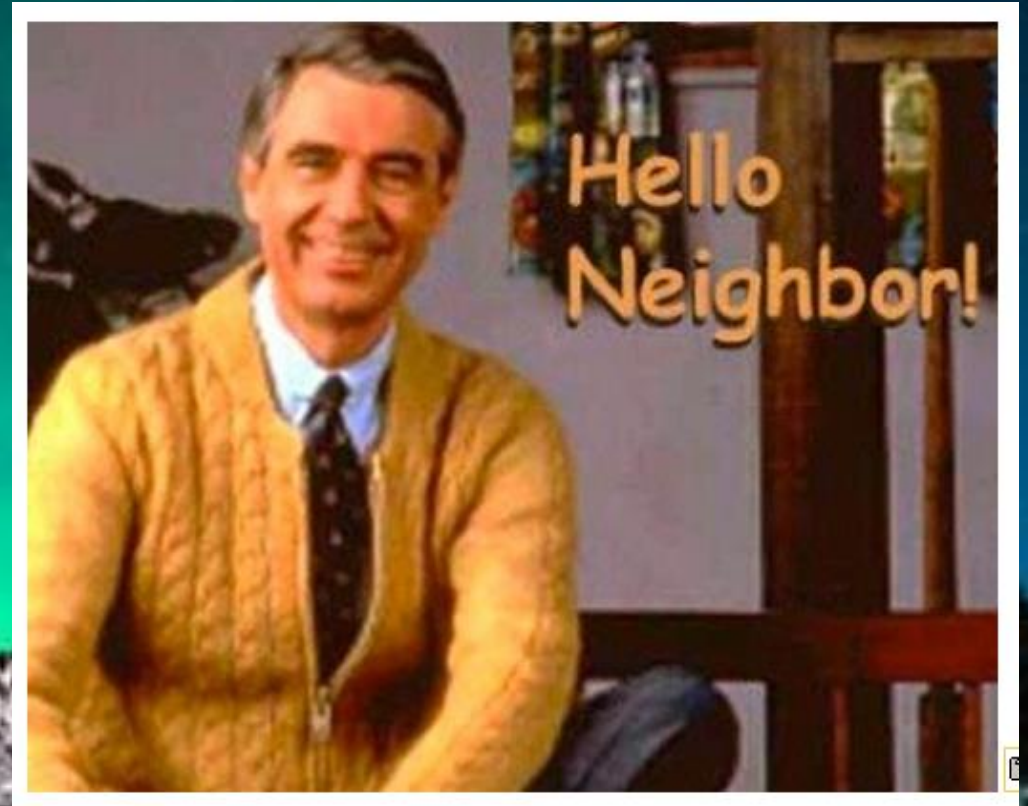


Story Time



What is Your Greeting?

- Turn to your neighbor and tell them the greeting you use when you answer the phone
- Have them do the same



The Face of Indifference



INDIFFERENCE

I don't care about it.

DIY.DESPAIR.COM





Opening Night

The Greeting – “Opening Night”

Use 3 of the 4

- 1 Salutation
- 2 Name of your organization
- 3 Your name
- 4 Help/assist phrase

Tone

- Tone matters
- Upbeat and friendly but not over the top and fake

“It’s not what you said.
It’s how you said it.”

On the phone



Story Time

- Confidence – Do you have it?
- Page 54 & 55 from “How to Talk to Customers” written by Diane Berenbaum & Tom Larkin
- I can....
- Use their name
- Don't interrogate.... Ask to ask questions



Empathy

What is it?

Empathy is the expression through words and tone that you understand the significance of an issue to someone else

EMPATHY



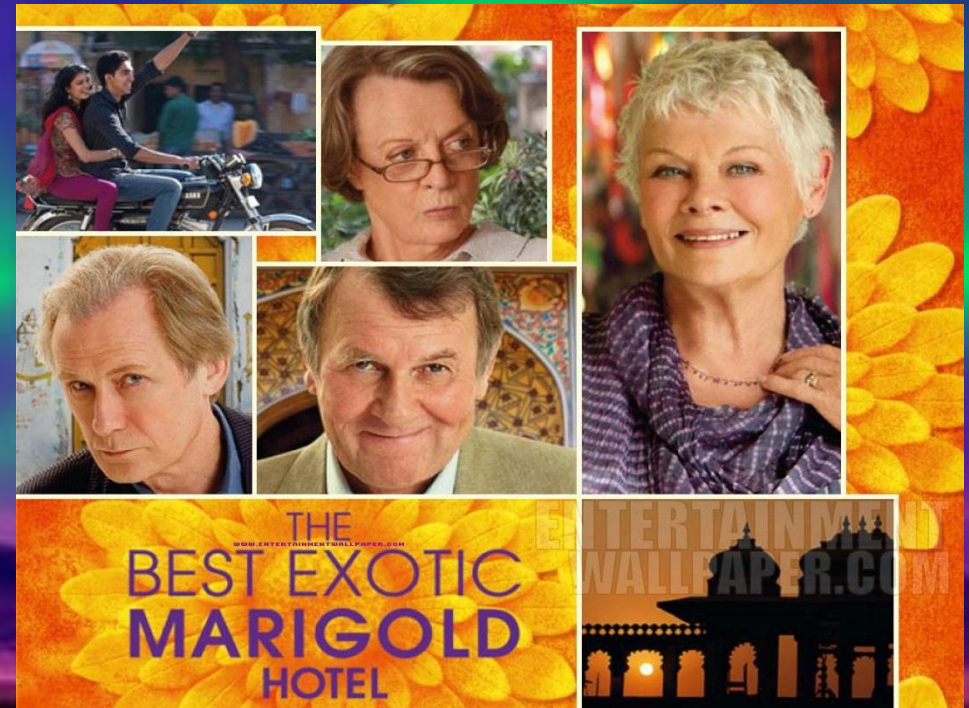
Empathy vs. Sympathy

<https://www.youtube.com/watch?v=1Evwgu369Jw> Brené Brown



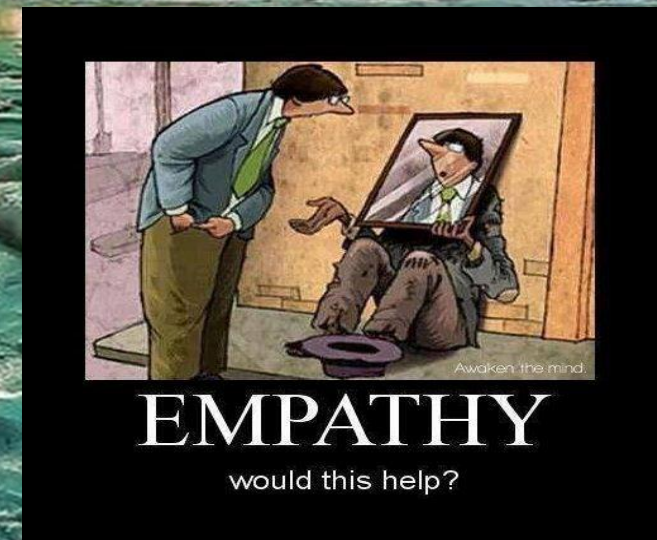
The Best Exotic Marigold Hotel

<https://www.youtube.com/watch?v=EWQsR8em1BM>



3 Types of Empathy

1. Cognitive – Perspective taking; wearing someone else's shoes
2. Emotional – Personal Distress; feeling another's emotions
3. Compassionate – Recognizing another's emotional state



Listening

- Listening is necessary for empathy
- Listening is difficult
- We speak at a rate of 125 words per min
- We can listen to around 400 words per min
- We can think at 2,000 words per min
 - Nobel Prize winner Roger Sperry

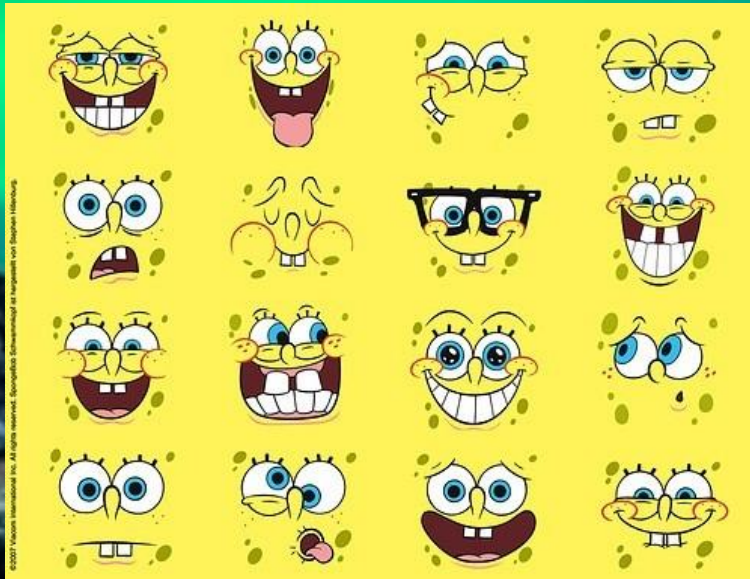


4 Core Feelings



Empathy Equation

- Their Feeling + their Situation = Empathy
- Label their feeling and customize their situation



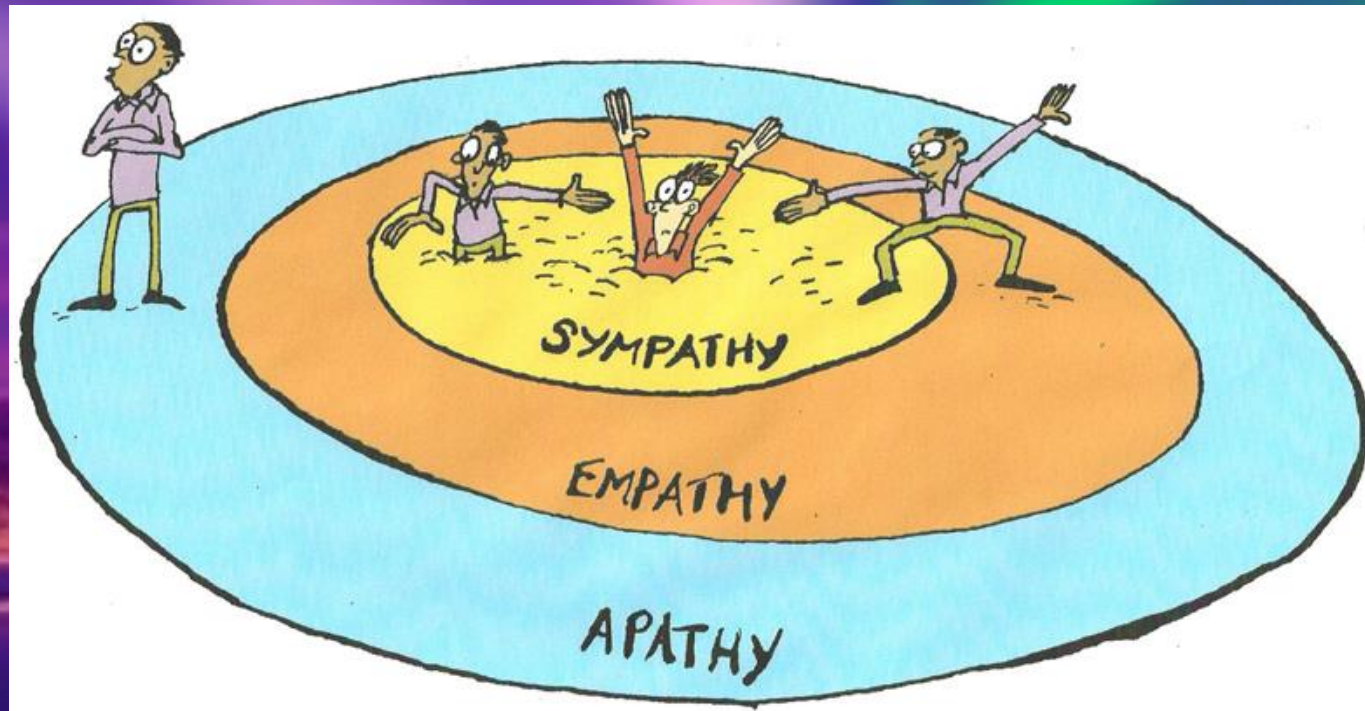
Empathy Starters

- I can understand how that could be upsetting...
- I realize this is a difficult time for you...
- I can hear that this is urgent to you...
- I recognize how frustrating this has been for you...
- This must be disappointing for you...
- Congratulations on your new job!



Empathy is Not an Agreement

- Empathy is acknowledging feelings not agreeing with them
- Acknowledging feelings connects people which in turn makes the interaction more comfortable



Walk the Line



Conclusion

- A good, upbeat greeting
- Proper tone
- Tell them you can help
- Listen, really listen
- Empathize



Questions?



Customer Service Part 2

**Presented by: Jennifer Morrone
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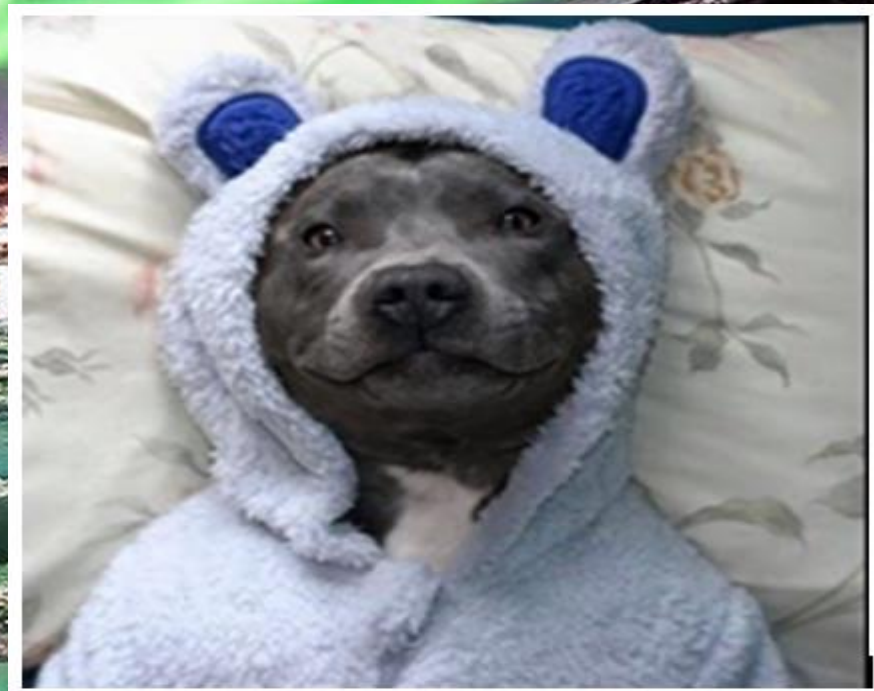


Active Listening



Grab a Pen & Paper

- 10 questions
- Write down you answers
- Stand up
- If you get an answer wrong, please sit down and stay seated



Bad Call



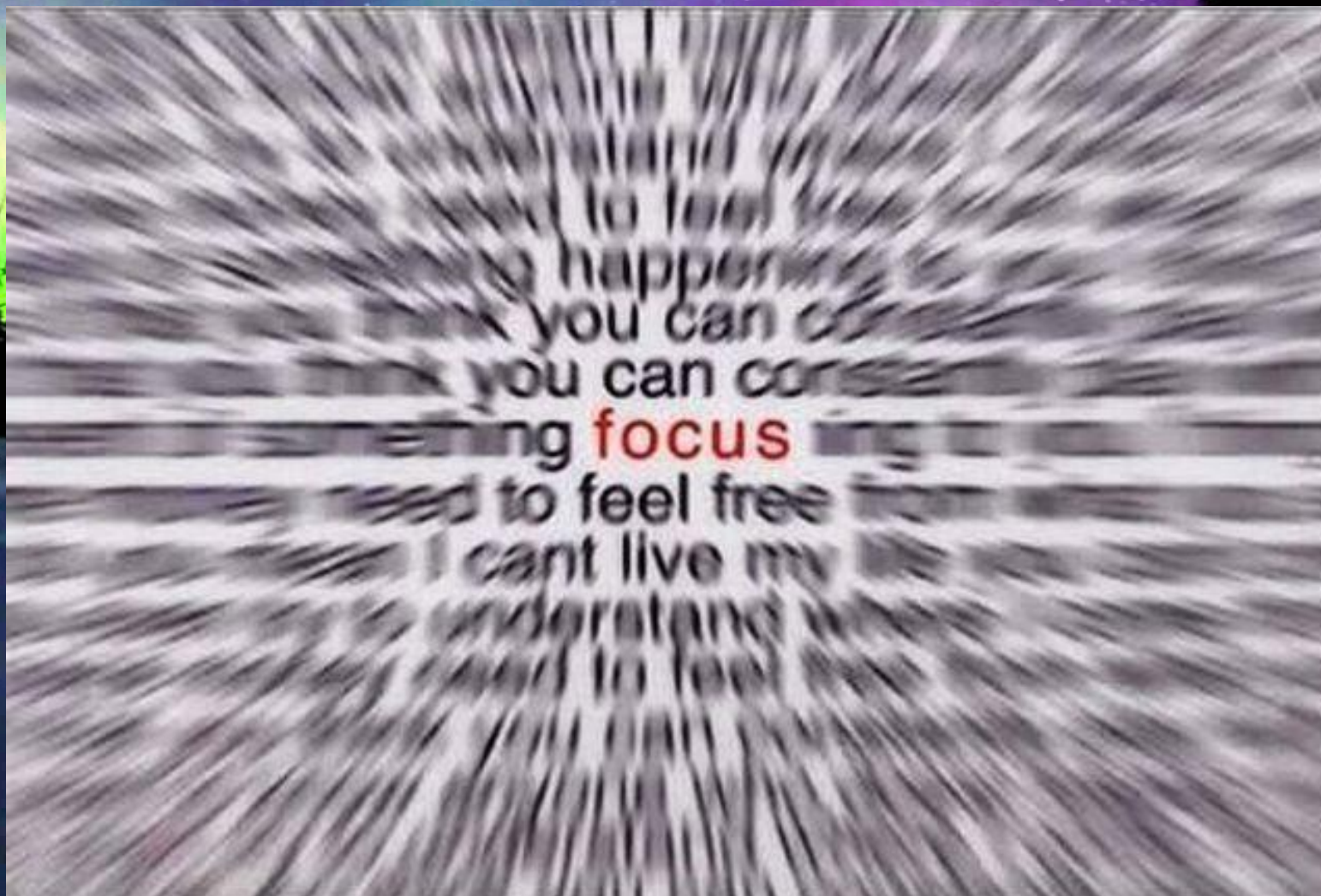
The Brain is Like an Interstate



The Ears are Like a Residential Street



Focus on Listening



One of the great things
about the human mind



is its ability to learn from experience.

Based on only a handful of observations



we can draw conclusions about things
we have never seen before.

We quickly conclude
that a chair is
a chair



judging from its general apperance.

There is no need for us to thoroughly
analyze every aspect
of a song

to know it's
a rock song.





It is in our nature to categorize and make general assumptions based on previous similar observations.

That is why we have to try so hard



not to do it with people.



Road of Life

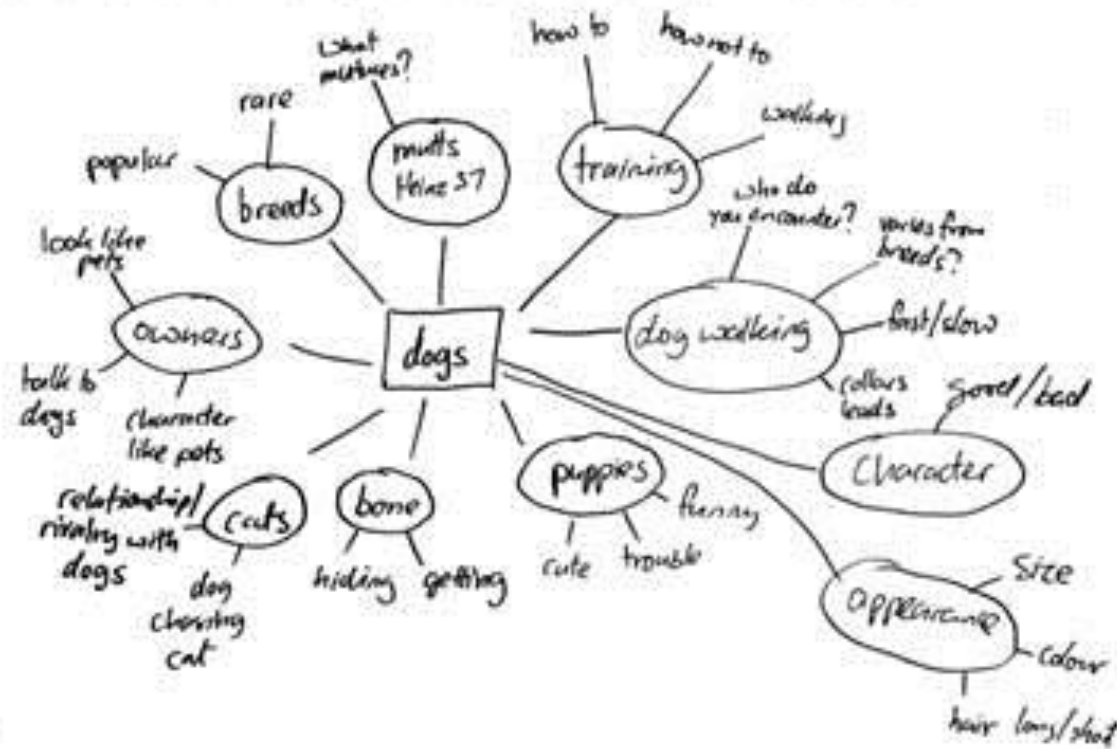


Who remembers my intro?

- Words are processed by our short term memory & we can only retain about 7 bits of information
- Writing things down is an excellent way to remember things
- A visual aid also helps with remembering



Mind Map



Good Call



Communication

Why is it important?

- **Trust**
- **Information**
- **Education**



Let's Play a Game



Ending the Interaction

- **Emphasis on the relationship**
 - **Use their name**
 - **Do they need anything else?**
 - **End with an appropriate phrase**



Summary

- Active listening
- Write things down/mind map
- Communication is important
- Emphasis on the relationship
- Ending the call appropriately



Questions?

