

Customer Based Communication Techniques

Part of any customer service related job is communicating effectively with your customer. What does that mean for those of us in the delivery business? It means that along with the customer's bags we must also deliver quality customer service.

As the delivery dispatcher/driver, by the time you become involved with your customer they have already been inconvenienced by being separated from their belongings. Often this leads to customers that are upset, frustrated, and angry. As the last person they deal with in this situation, you have the opportunity to turn the customer's experience around and in the process make both you and your company shine.

It is important to note that while we may not always agree with our customers, to keep them as customers; we must leave them feeling better than when we found them.

Here are a few tips to help you deal with the unhappy customer and possibly make the experience a little less frustrating in the process:

- Listen to what your customer is saying.
 - Pay attention to what the customer is saying
 - Make eye contact, be patient, and don't interrupt them.

- Respond to what they are saying, don't react!
 - When you react to the customer your emotions become involved and you cannot remain neutral.
 - Don't take it personally or interrupt the customer to try and explain or defend what has occurred as this will only serve to inflate the situation.
 - Remember, the customer has been inconvenienced and it is our job to try and make the situation better, not add to the customer's frustration.

 - Responding to what the customer is saying instead of reacting to it will help you to diffuse the tension in the situation and maintain a professional attitude as well. (To help with this technique, suggested verbiage is included on the following page.)

- Thank the customer for their patience and understanding.

Suggested Verbiage

The following are some suggestions for responding to your customer. They are suggestions only; please feel free to customize the responses to suit the specific situation.

Dispatchers:

Mrs. Smith, I apologize for the inconvenience. Let me check on the approximate time your bag will be delivered.

Mr. Davis, I can understand how not having your bag has inconvenienced you. Once we receive your bag it will be delivered within __ hours.

We value your business\opinion and we will do everything we possibly can to meet your needs.

Drivers:

I apologize for the inconvenience in the delay. I'm happy we were able to reach you at home. I will be arriving with your bag in approximately _ hours.

Mr. Jones, I understand that this has been a difficult experience for you and I know your time is valuable. I will work as quickly as I can to deliver your bag to you.

I apologize for the miscommunication; I have your bag and will deliver it within __hours.

Additional suggestions:

I see how frustrating that can be...

I appreciate where you are coming from...

I apologize...

Thank you, we appreciate your patience.

Thank you for understanding.