



Part 1

Service

Unit 1 Service Awareness

Unit 2 Self-Control

Unit 3 Teamwork



Unit

1

Service Awareness



Objectives

To understand what is service awareness.

To understand what affects service awareness.



Class Hour

2 hours





Section A Sentence

Question: What is service awareness? How to improve service awareness?

Service awareness is related to people's personnel quality.

There is some proper training for people to improve their service awareness.

Service awareness is the foundation of service technique and customer satisfaction.

With service awareness and mutual understanding, this kind of problem can be easily solved.

With the continuous development of service awareness, the performance of a team is improving.

Strong abilities on market research, judgment and service awareness are needed to complete the task.

In classroom, teachers should give more examples to explain the meaning of service awareness.

Section B Dialogue

Question: What can you do or say to make people feel warm?

(You saw someone just standing in the hallway and looking around.)

Lin: Excuse me. May I help you?

Peter: No, I am just looking around.

Lin: I work in this station. If you need any help, please let me know.

Peter: OK. I am from an advertising agency and my name is Peter. I am trying to find a good spot for a commercial ad so that all the passengers can see it.

Lin: Oh, that is something I can not help with.

Peter: It is alright, thanks. I just need to check out whether it is the spot. Is this the main entrance where most passengers get in and out?

Lin: Yes, it is.

Peter: That is great, I thought the main entrance is on the south side of the station. Thank you.

Lin: It's my pleasure.

Section C Passage

Question: Do you know that the service awareness can make you provide help effectively and make others feel hospitable?

Service Awareness

Service awareness is a person's consciousness and desire which reflects a series of warm, thoughtful and active service. It is from a service personnel's inside. It is a kind of instinct and habit. It can be formed through training, education and practice.



Here is a story about “the best service”.

Once a scholar was invited to a Japanese restaurant in Paris. His friend ordered Sushi for him, but he could not finish at the end because it was too much. He asked to take it away, but the waiter bowed to him and refused. He was confused and unhappy, so he called the manager of this restaurant for an explanation. The manager smiled and told him, “Sorry, I have to take responsibility to all customers. The Sushi must be eat in the restaurant otherwise it will turn bad later.”

“I can put in my fridge immediately after I get home.” The scholar said.

“But I cannot guarantee that you will put them in the fridge in a very short time.”

“But we can not finish it now, it is a waste to throw away.”

“Don't worry, Sir, we can deal with it. And we are not going to charge you for the left, but you just cannot take it away.”



Of course, the staff in this restaurant got a very high compliment due to their good service awareness. Generally speaking, we buy some fresh food, and later on they would lose freshness. If we eat them, we will get sick. We cannot blame anybody but ourselves. But for this restaurant, they think differently. They take customers' health as their responsibility.

This is a very good example of service awareness.



Words & Phrases

awareness	[ə'weənəs]	<i>n.</i>	意识, 认识; 明白, 知道
proper	['prɒpə]	<i>adj.</i>	适当的; 本身的; 特有的; 正派的
foundation	[faun'deɪʃən]	<i>n.</i>	基础; 地基; 基金会; 根据; 创立
satisfaction	[sætɪs'fækʃən]	<i>n.</i>	满意, 满足; 赔偿; 乐事; 赎罪
mutual	['mju:tʃuəl]	<i>adj.</i>	共同的; 相互的, 彼此的
ability	[ə'bɪləti]	<i>n.</i>	能力, 能耐; 才能
performance	[pə'fɔ:məns]	<i>n.</i>	性能; 绩效; 表演; 执行; 表现
consciousness	['kɒnʃəsnəs]	<i>n.</i>	意识; 知觉; 觉悟; 感觉
take away			带走, 拿走, 取走
throw away			扔掉, 丢弃
confuse	[kən'fju:z]	<i>vt.</i>	使混乱; 使困惑
instinct	['ɪnstɪŋkt]	<i>n.</i>	本能, 直觉; 天性
		<i>adj.</i>	充满着
take responsibility to			对……负责
habit	['hæbɪt]	<i>n.</i>	习惯, 习性; 嗜好
guarantee	[gə'ren'ti]	<i>n.</i>	保证; 担保; 保证人; 保证书
		<i>vt.</i>	保证; 担保
explanation	[eksplə'neɪʃn]	<i>n.</i>	说明, 解释; 辩解
describe	[dɪ'skraɪb]	<i>vt.</i>	描述, 形容; 描绘



Exercises

I Read and complete the blanks.

1. We can use some proper training to improve our _____.
2. Service awareness is the foundation of _____.
3. _____ can affect people's judgment and performance.

II Translate the following passage into Chinese.

Of course, the staff in this restaurant got a very high compliment due to their good service awareness. Generally speaking, we buy some fresh food, and later on they would lose freshness. If we eat them, we will get sick. And we cannot blame anybody but ourselves. But for this restaurant, they think differently. They take customers' health as their responsibility.

III Answer the following questions briefly according to the passage.

1. How to judge whether a service personnel has service awareness?
2. Can you explain why the service awareness is so important to enterprises?

IV Find an English story which is talking about service awareness and write it down.**Section D Extensive Reading****Text A****Customer Service Training**

The recent economic slowdown has forced more companies to place a greater emphasis on maintaining their existing customer base while struggling to expand market share. While customer satisfaction has always been a key component of success, companies must now ensure that all employees are fully aware of the importance of providing unparalleled customer service. Customer Service Awareness is designed to reinforce positive customer service habits while minimizing negative behaviors that may erode customer confidence.

Our *Customer Service Awareness* program is ideal for busy organizations where time is critical and every moment spent away from customers can affect the bottom line. Centered on the key concepts of customer service, this lecture-style seminar provides an accelerated crash course on the most important topics related to building customer satisfaction. Proven skills and techniques for customer-facing employees are highlighted as discussions on customer needs and the motivating factors that determine customer behavior. Question, answer sessions and exercises enable participants to delve into specific customer situations and learn skills that they can implement within minutes of

returning to work.

Seminar Objectives:

Participants in the *Customer Service* skills seminar will learn to:

- Understand customer behavior and motivating factors
- Determine customer needs
- Build trust and strengthen relationships
- Listen to customer complaints and objections
- Acknowledge customer concerns
- Deal with the most difficult customer service issues
- Handle unreasonable customers
- Be proactive rather than reactive
- Show empathy
- Defuse critical situations with unhappy customers
- Work with peers and management to increase customer satisfaction
- Provide exceptional customer service to protect and expand market share

To maximize your customer service teams effectiveness we suggest our custom, private customer service seminars offered in house at the location of your choice.

Source: http://www.customerservicetrainingcenter.com/customer_service_awareness.htm

Text B

The 10 Commandments of Great Customer Service

By Susan A. Friedmann

Customer service is an integral part of our job and should not be seen as an extension of it. A company's most vital asset is its customers. Without them, we could not exist in business. When you satisfy our customers, they not only help us grow by continuing to do business but also recommend you to friends and associates.

The practice of customer service should be as present on the show floor as it is in any other sales environment.

The 10 Commandments of Customer Service

Know who is the boss. You are in business to service customer needs, and you can only do that if you know what it is your customers want. When you truly listen to your

customers, they let you know what they want and how you can provide good service. Never forget that the customer pays your salary and makes your job possible.



1. Be a Good Listener

Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, the tone of voice, body language, and most importantly, how they feel. Beware of making assumptions—thinking you intuitively know what the customer wants. Do you know what three things are most important to your customer? Effective listening and undivided attention are particularly important on the show floor where there is a great danger of preoccupation—looking around to see whom else we could be selling to.

2. Identify and Anticipate Needs

Customers don't buy products or services. They buy good feelings and solutions to problems. Most customers' needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.

3. Make Customers Feel Important and Appreciated

Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust. Think about ways to generate good feelings about doing business with you. Customers are very sensitive and know whether or not you really care about them. Thank them every time you get a chance.

4. Body Language Is Key

On the show floor be sure that your body language conveys sincerity. Your words and actions should be congruent.

5. Understanding Is Crucial

Help customers understand your systems. Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry. Take time to explain how your systems work and how they simplify transactions. Be careful that your systems don't reduce the human element of your organization.

6. Appreciate the Power of "Yes"

Always look for ways to help your customers.

When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterward. Look for ways to make doing business with you easy. Always do what you say you are going to do.

7. Know How to Apologize

When something goes wrong, apologize. It's easy and customers like it. The customer may not always be right, but the customer must always win. Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints. As much as we dislike it, it gives us an opportunity to improve. Even if customers are having a bad day, go out of your way to make them feel comfortable.

8. Give More Than Expected

Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following:

What can you give customers that they cannot get elsewhere?

What can you do to follow-up and thank people even when they don't buy?

What can you give customers that is totally unexpected?

9. Get Regular Feedback

Encourage and welcome suggestions about how you could improve. There are several ways in which you can find out what customers think and feel about your services.

Listen carefully to what they say.

Check back regularly to see how things are going.

Provide a method that invites constructive criticism, comments, and suggestions.

10. Treat Employees Well

Employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treat your employees with respect and chances are they will have a higher regard for customers. Appreciation stems from the top. Treating customers and employees well is equally important.

Source: <https://www.thebalance.com/ten-commandments-of-great-customer-service-2295997>