Reasons for Poor Customer Service

- Company does not have a customer service philosophy
- Management is not committed to quality customer service
- Complaints are handled and resolved poorly
- Employees are poorly trained
- Employees are allowed to have negative or uncaring attitudes
- Employees are not empowered
- Employees are poorly treated by management

Differences in Perception

- What the customer actually wants and what the business thinks the customer actually wants
- What the business actually provides and what the customer thinks they are receiving
- How the business thinks their customer wants to be treated and how the customer feels he/she was treated

The Process of Customer Service

- Recognize
- Establish a Conversation
- Determine the customer’s needs by asking
- Listen to them
- Personalize your response
- Ask for satisfaction
- Repeat till customer is satisfied!

Courtesy: Training resources developed by University of Missouri Extension Community Development Specialists:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larry Dickerson</td>
<td><a href="mailto:DickersonL@missouri.edu">DickersonL@missouri.edu</a></td>
<td>573.445.9792</td>
</tr>
<tr>
<td>Connie Mefford</td>
<td><a href="mailto:MeffordC@missouri.edu">MeffordC@missouri.edu</a></td>
<td>660.438.5012</td>
</tr>
<tr>
<td>Georgia Stuart-Simmons</td>
<td><a href="mailto:StuartSimmonsG@missouri.edu">StuartSimmonsG@missouri.edu</a></td>
<td>660.747.3193</td>
</tr>
<tr>
<td>Richard Proffer</td>
<td><a href="mailto:profferrd@missouri.edu">profferrd@missouri.edu</a></td>
<td>573.243.3581</td>
</tr>
</tbody>
</table>