

Note: This version includes the corresponding page in the Learner Guide.

DAS Customer Service 101



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This slide is not included in the Learner Guide.

Welcome

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See, Learner Guide, p. 1

Learning Objectives

To enhance your customer service skills and standards

To identify external and internal customers

To determine where we can add value

To apply customer service skills to your job

See, Learner Guide, p. 1

DAS Mission

To provide quality service, specialized support and innovative solutions for the effective operation of Ohio government.

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See, Learner Guide, p. 1

Statewide Competency: Customer Focus

Focuses on the customer, whether internal or external, by understanding the needs of the customer and responding in a timely fashion, responding to customer feedback, and seeking out help and information when needed.

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See, Learner Guide, p. 1

Our DAS Strategies

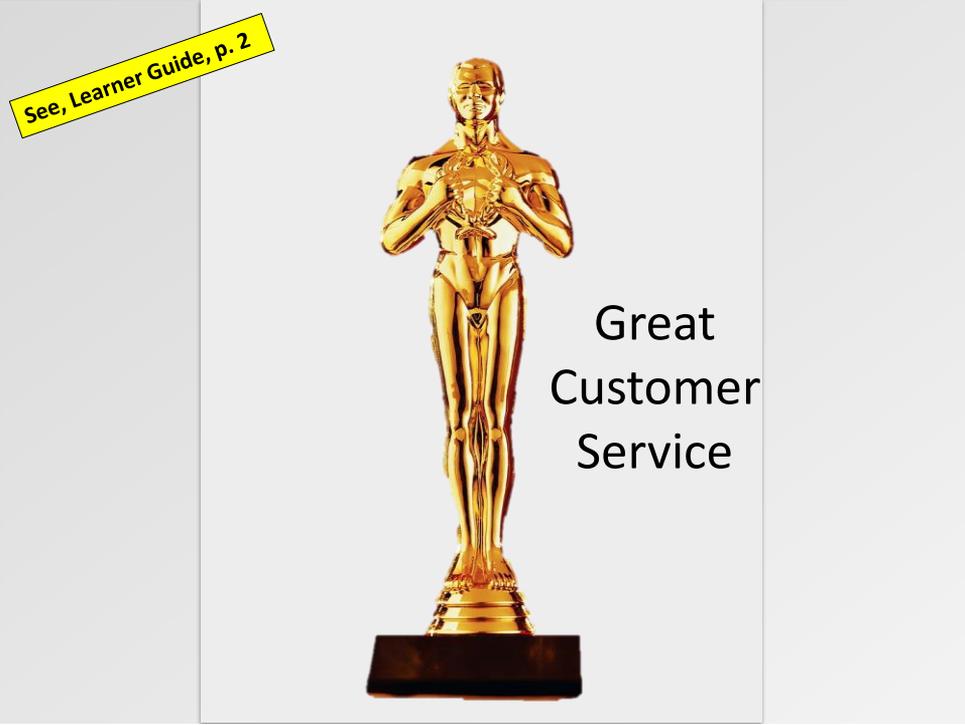
- Improve our customers' experiences
- Enhance our workplace environments
- Proactively and effectively communicate
- Align workforce performance and growth
- Make improvements that enhance services
- Strengthen standards for project success

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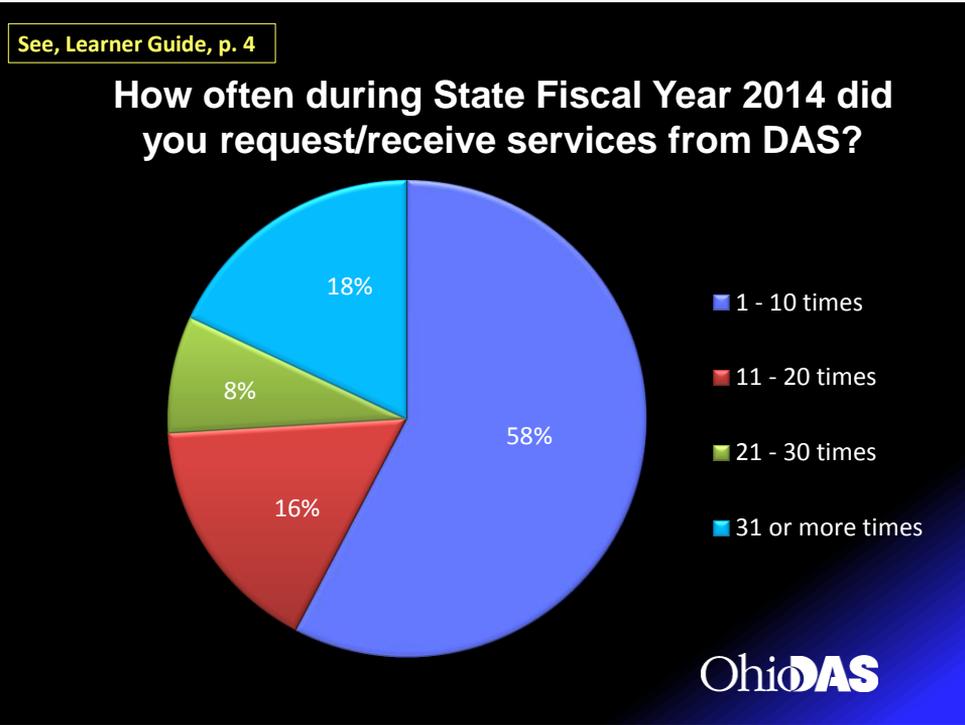
See, Learner Guide, p. 2

Customer service is the assistance and advice that we provide to the people who buy or use our products and services.



See, Learner Guide, p. 3

Bad Service. Hate it. Spread it.



See, Learner Guide, p. 4

DAS Customer Service Standards

- Treat customers in a courteous, friendly and professional manner.
- Listen to and act on your customers' needs.
- Be educated and informed.
- Promise what you can deliver and deliver in the agreed-upon time.
- Have a positive attitude.
- Be aware of body language and tone.
- Be helpful and find a resolution.
- Respond to phone calls and emails.
- Apologize for mistakes.
- Say "Thank you" and ask "Can I help you with anything else?"



OhioDAS | Department of Administrative Services
Service • Support • Solutions

See, Learner Guide, p. 4



Hello,

This is _____
with DAS. How may I help you?

This slide is not included in the Learner Guide.

Our Customers



See, Learner Guide, p. 5



Internal External

This slide is not included
in the Learner Guide.

Who are our customers?

- Who are our Internal Customers?
- Who are our External Customers?

- What do they expect of us?

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in the Learner Guide.

Enhancing our Customer Service Skills and Standards

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See, Learner Guide, p. 6

Enhancing our customer service skills

- Pay attention.
- Listen.
- Ask good questions (use critical thinking).
- Provide information that the customer needs.
- Ensure information shared is clear and understood.

- Respect the customer.
- Navigate difficult conversations.
- Balance our regulatory role with our customer's needs.

See, Learner Guide, p. 6

MEDICAL CENTER

NAME _____ AGE _____
ADDRESS _____ DATE _____

Rx

Diagnose
before
you
prescribe.

LABEL

SIGNATURE _____

REFILL 0 1 2 3 4 5 PRN NR

See, Learner Guide, p. 6

Listening vs. Hearing

- Importance of understanding the difference between hearing and listening effectively:
 - Hearing is the reception of sound;
 - Listening is the attachment of meaning to the sound.
 - Hearing is passive;
 - Listening is active.
- Listening is the neglected communication skill.
- Unlike public speaking, few have formal instruction in listening.

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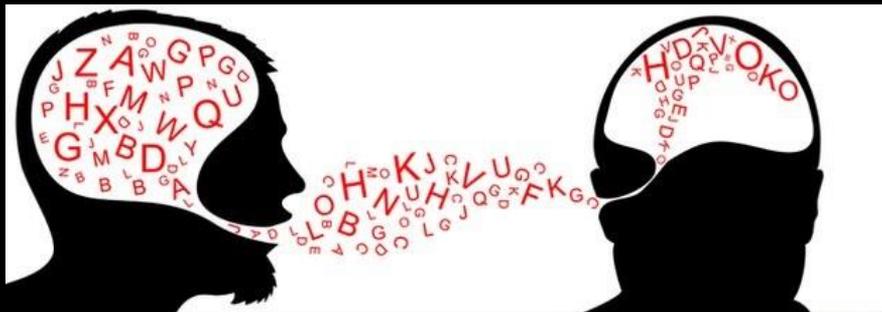
See, Learner Guide, p. 7

150

words per minute

500

words per minute



See, Learner Guide, p. 7

Why good listening skills matter

It's a fact:

- The average attention span for a U.S. adult is 8 seconds.



Attention span of a goldfish: 9 seconds.

23

See, Learner Guide, p. 7

Why good listening skills matter

It's a fact:

- Immediately after we hear someone speak:
 - We remember about 50% of what they have said.
 - A few hours later, we remember only about 10 to 20%.

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24

See, Learner Guide, p. 8-9

Strengthening our Listening Skills

1. Listen with an open mind.
2. Show the speaker you're listening.
3. Pay attention. Eliminate or overcome distractions.
4. Listen without judging or refuting.
5. Remember that listening does not equal agreement.
6. Adapt to the speaker's appearance, personality, and delivery.
7. Be aware of verbal, para-verbal and non-verbal messages.
8. Don't interrupt – resist the urge to jump in and talk.
9. Gather the concepts and central ideas you're hearing.
10. Ask questions to clarify the message.

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in the Learner Guide.

What techniques do you use to show the speaker you're listening?

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See, Learner Guide, p. 10

Listening techniques:

- Summarizing
- Minimal encouragers
- Reflecting
- Feedback
- Advice or alternatives
- Empathize
- Probing
- Validation
- Apologizing

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See, Learner Guide, p. 10-12

Ask good questions.

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See, Learner Guide, p. 12

70-90% of communication is filtered by the person who receives it



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X-e-r-o-x-

Xerox Xerox Xerox Xerox Xerox

Xerox - Xerox - Xerox - Xerox - Xerox - Xerox

See, Learner Guide, p. 12

Working with unhappy customers

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See, Learner Guide, p. 12

Type of unhappy customers



- Difficult
- Argumentative
- Verbally abusive
- Angry
- Passive-aggressive

See, Learner Guide, p. 12

Why are people difficult?

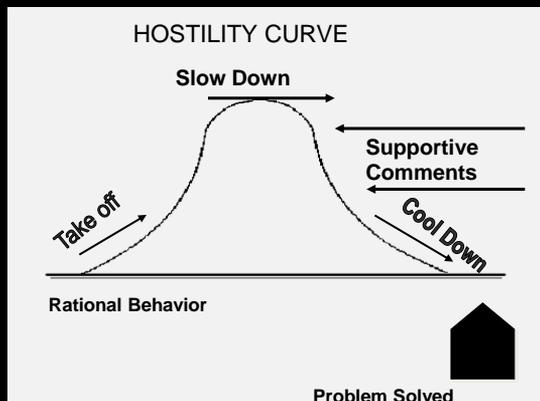
Is it because some people simply...

- Are naturally disagreeable
- Have a negative viewpoint
- Will oppose good ideas
- Make us angry
- Do not like us
- Lack resources
- Have unmet needs
- Fear of change or loss of power

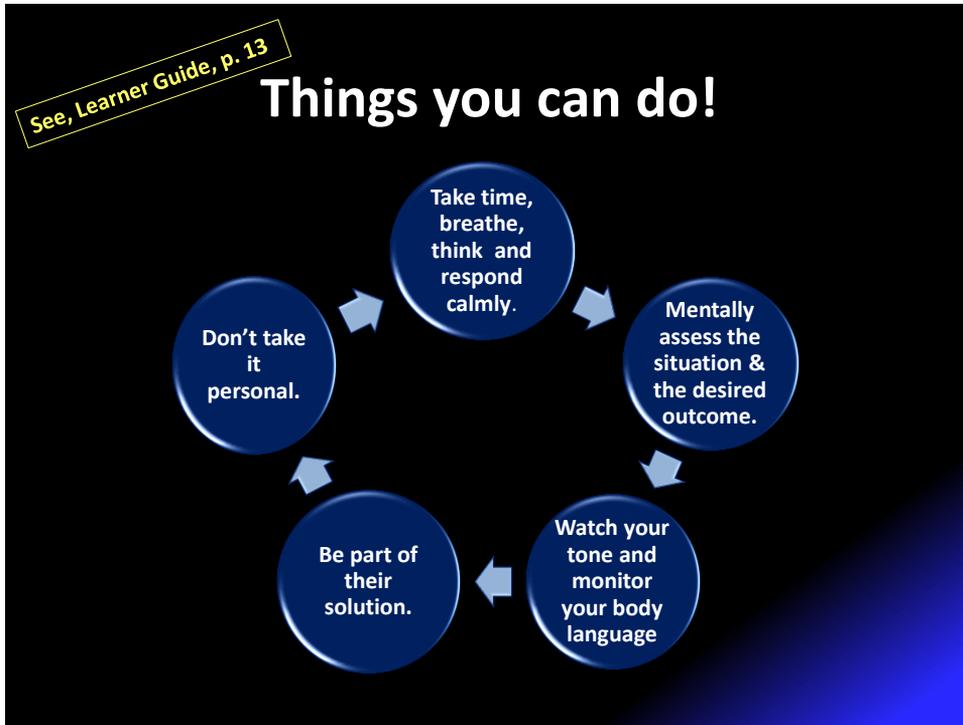


See, Learner Guide, p. 13

Unhappy Customers



Wait until their hostility peaks and then begins to cool.



See, Learner Guide, p. 13

How do you navigate difficult conversations?

How do you maintain control?

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See, Learner Guide, p. 14

Stay calm

- Breathe.
- Mentally assess the situation.
- Mentally determine the desired outcome.
- Monitor your body language.
- Remember that the customer isn't angry with you.
- Take a break.

See, Learner Guide, p. 14

Respond professionally

- Maintain respect.
- Talk at a normal pace and tone.
- Remain friendly and helpful.
- Ask for their opinions.
- Be diplomatic.
- Acknowledge their frustration.

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See, Learner Guide, p. 14

Show that you care

- Apologize or empathize.
- Relate to the customer.
- Listen.
- Ask good questions.
- Be part of their solution.
- Appreciate their feedback.

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Remember!

See, Learner Guide, p. 15

Every unhappy customer contact is an opportunity to build a lasting, positive customer relationship.

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See, Learner Guide, p. 15

Responding within our regulatory roles

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See, Learner Guide, p. 15

When you have to say no, your customer may:

- Not like hearing the word no.
- Become defensive, upset or angry.
- Demand that you comply with the request.
- Try to goad you into saying yes.
- Continue asking with the hope of wearing you down.
- Answer shop to find a “yes.”

See, Learner Guide, p. 15

Provide info that the customer needs

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See, Learner Guide, p. 16

Responding to regulatory issues

- Know your area of business.
- Share information.
- Explain your limits.
- Explain the reasons for the boundaries.
- Use common sense; elevate when needed.
- Resolve within your ability to do so.

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See, Learner Guide, p. 17

I care.

You can trust me to help you.

I understand.

The image features three white speech bubbles on a dark blue background. The top-left bubble contains the text "I care.", the top-right bubble contains "You can trust me to help you.", and the bottom-left bubble contains "I understand." The OhioDAS logo is located in the bottom right corner of the slide.

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See, Learner Guide, p. 17

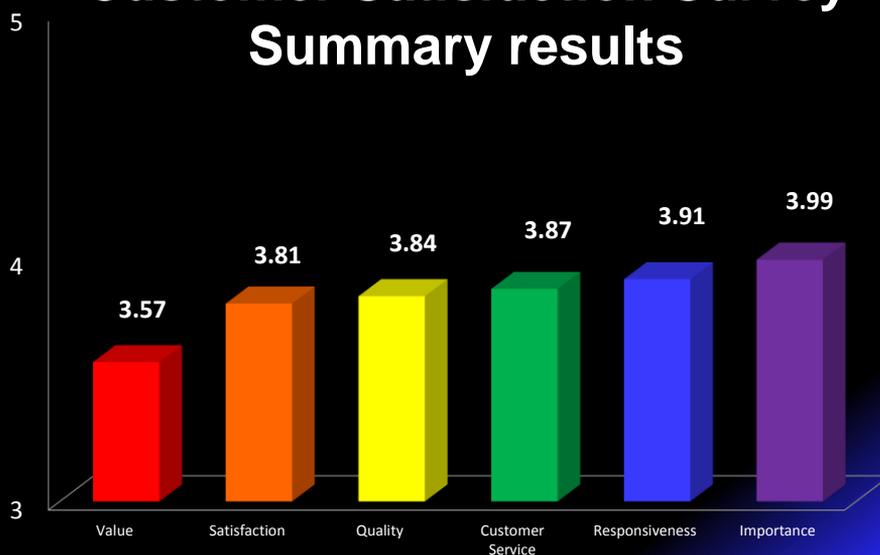
The Golden Rule

The image shows a yellow scroll with wooden rollers, unrolled to reveal the text "The Golden Rule" written in a black serif font. The scroll is set against a dark blue background with a gradient.

The Golden Rule

See, Learner Guide, p. 17

Customer Satisfaction Survey Summary results



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in the Learner Guide.

Value

- Value was the highest indicator of how our customers would also rate satisfaction.
- In the survey, “value” and our customers’ “overall satisfaction” levels were highly related.
- This means - if we want to our customers to be satisfied, we need to focus on our value.
- And this means – if we increase our value –our customers’ levels of overall satisfaction should also increase.

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See, Learner Guide, p. 17

Value = Satisfaction

See, Learner Guide, p. 18

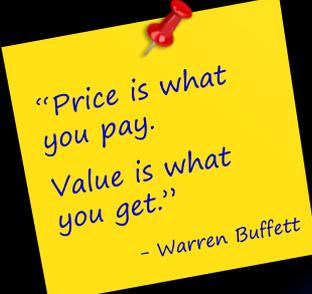
What do you value as a customer?

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Value =

- Customer Service
- Communication
- Time
- Accuracy
- Quality
- Cost
- Support
- Other ...



See, Learner Guide, p. 18

The Customer is always Right



Allow to be wrong with dignity and respect

See, Learner Guide, p. 18

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- Bullying in the Workplace
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DAS Customer Service 101



Thank you for coming!

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