



Customer Service in Regulation

Exercises

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Who is tops?

An Exercise

Think about places where you **ENJOY** doing business – restaurants, stores, petrol stations, suppliers, banks, etc. Why, aside from the actual product or service they provide, do you like doing business with them?

- *This is often called **Benchmarking** in market research terms.*



Who is the worst?

An Exercise

Think about places where you **HATE** doing business –
What are the characteristics of your experience that
make you feel so negative?



Who is the Customer?

An Exercise

Think about *who* the customers of a regulator are?
What groups or segments can you come up with that might require different approaches to service?

*This technique is called **Segmentation** and can help you develop appropriate responses to different groups of need.*



What is Customer Service?

An Exercise

Think about *what* customer service is to you?
List five adjectives that characterize good customer service:

- Fundamental
- Simple
- Daily
- Time-sensitive
- Persevering
- Specific



Do's and Don'ts



We'll tell you what NOT to say....

Can you guess what you SHOULD say instead???



Example 1

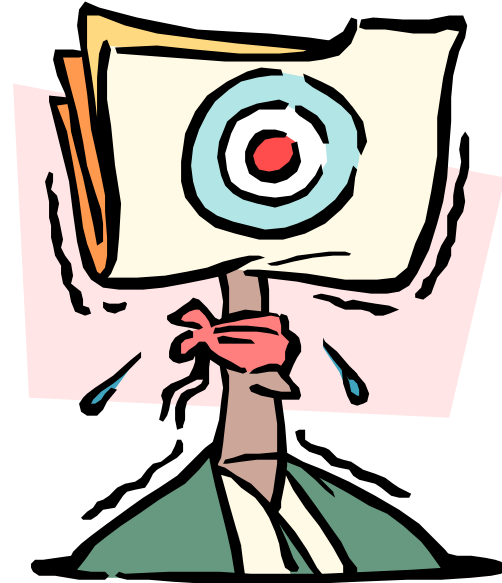
Never say:

“I don’t know.”

Better to say:

“I’ll find out” or

“Let me look into this and get back to you ASAP.”



Example 2

Never say:

“No.”

Better to say:

“What I can do is...”

This demonstrates you care and want to provide quality service despite your current limitations.



Example 3

Never say:

“That’s not my job” or “That’s not my department”

Better to say:

“This is the person who can...” “Let me connect you.”



Example 4

Never say:

“You are right – that is bad.”

Better to say:

“ I understand your frustration, let’s see how we can solve this problem.”

or

“I’ll try my best to...”



Example 5

Never say:

“Calm down.”

Better to say:

“I’m sorry” ...”



Example 6

Never say:

“I’m busy right now.”

Better to say:

“I’ll be right with you in a moment”.



Example 7

Never say:

“Call me back”

Better to say:

“I’ll call you back in [] minutes...”

(and then do).



Example 8

Never say:

“That’s Not My Fault.”



Better to say:

“Let’s see what we can do about this problem...”

