



# Customer Service

**“Fabulous service is quite simply ordinary people doing ordinary things extraordinarily well.”**

Betsy Sanders, Nordstrom’s first female store manager

## Who are your customers?

We all have customers. Your customers are the people you serve...the people who benefit from your work, whether you actually see them or not. At UNO, your customers might be students, parents, faculty, staff, and visitors. Keep in mind that these customers watch what you do and how you do it. To them, **YOU are UNO.**

## What your customers want

People, especially customers, expect results and want to be treated well and with respect. When working directly with customers, focus on **“own, engage and accomplish”**:

- **OWN** – Take responsibility for the customer from the start of your contact through resolution of the matter. If others need to be involved, stay with the customer.
- **ENGAGE** – Give the customer your full attention. Smile. Make eye contact. Listen carefully. Use their name. Ask questions to clarify your understanding.
- **ACCOMPLISH** – Get results. Provide accurate facts and answers. Do what you say you will do. Exceed customer expectations.

## Handling a difficult customer situation

Occasionally, you will encounter a customer who is upset. The customer is likely irritated with a situation, not with you personally. Try to look at the situation from the customer’s perspective and utilize these **“LAST”** techniques:

- **LISTEN** – Often, upset customers just want to be understood. By actively listening to the customer’s concern, you will be able to gather important information on how to help and may diffuse their frustration. Be positive.
- **APOLOGIZE** – It is important to not claim responsibility for the problem unless it really is UNO’s fault. However, IF UNO made a mistake, own up to it and apologize on behalf of UNO. Never argue with the customer or say uncomplimentary things about UNO.
- **SOLVE** – If possible, present alternatives for resolving the situation and let the customer decide which one best meets his/her needs. When the problem is resolved, ask the customer if he/she is satisfied with the result.
- **THANK** – Thank the customer for their time, patience, understanding, and for sharing the problem with us.