

Customer Service QQI 5N0972



Learning objectives

Hearing vs. listening

Levels of listening - which ones are appropriate in Customer Service

Building rapport

Asking questions to clarify and deal with complaints



Hearing vs. listening

Hearing is simply the act of perceiving sound by the ear. If you are not hearing-impaired, hearing simply happens.

Listening, however, is something you consciously choose to do. Listening requires concentration so that your brain processes meaning from words and sentences. Listening leads to learning.

Are people "hard of listening" rather than "hard of hearing"?



- L** = Look interested - get interested
- I** = Involve yourself by responding
- S** = Stay on target
- T** = Test your understanding
- E** = Evaluate the message
- N** = Neutralise your feelings

Total F

**Active & Effective Listening Skills**

Normally we listen on 4 levels:

(Ignoring people - which I know that you do not do - this is sometimes added)

**Level one - Disinterested listening**

**Level two - Competitive listening**

**Level three - Passive or Attentive listening**

**Level four - Active or reflective listening**



**Active & Effective Listening Skills**

**Disinterested listening**

Someone is talking but we are not really listening - listening with half an ear, daydreaming etc



**Active & Effective Listening Skills**

**Competitive listening**

Occurs when the receiver is more interested in promoting their own point of view. The listener waits for a break or interrupts the speaker to deliver their point of view. This often leads to confused communication.



**Active & Effective Listening Skills**

**Passive or Attentive listening**

Listening at this level takes place when the listener is sincerely interested in both hearing and understanding the message. The listener is actively listening and as a good listener does not take action and hence is passive.



**Active & Effective Listening Skills**

**Active or reflective listening**

The listener is genuinely interested in the conversation. They want to know what the speaker thinks, feels and wants. Their listening is active in confirming the details before they react. This type of listening gives optimal results. This type is listening is rare as it take huge levels of concentration, energy and focus

Questions open / closed

Complaints on the telephone and face-to-face can be helped by the type of questions you ask

- **Closed** Yes / No answer and
- **Open** questions - give the respondent the opportunity to express an opinion

Total F

Questions open / closed

**Closed Questions**



Objective:  
Confirm Facts  
Clear-up Confusion  
Narrow Focus

**Open Questions**



Objective:  
Get Facts



Subjective:  
Get Feelings



Speculative:  
Thought Provoking

Total F

**Closed Questions**

**Closed questions - yes / no questions**

This type of question involves asking a question that requires only a "YES" or "NO" response. If you use this type of question, you can expect to get a very short answer. It will NOT encourage your listener to elaborate although sometimes he/she may do so anyway. Once you have used this kind of question, you may want to follow it up with an open-ended question.

- They give you *facts*.
- They are easy to answer.
- They are quick to answer.
- They keep control of the conversation with the questioner.



Total F

Open Questions

**Open question**

This type of question is asked in such a way to get more information from the speaker. This type of question might include:

- What happened?
- What else happened?
- What do you mean by \_\_\_\_\_?
- How did you feel when that happened?
- What did you like/dislike about what happened?
- Your choice of which questions to use will depend on the situation.



Total F

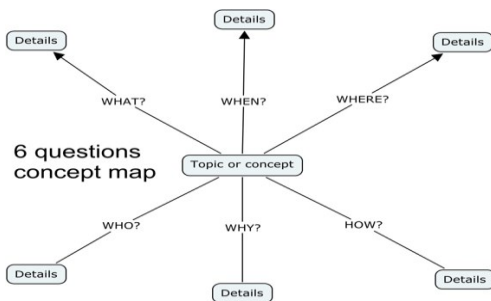
5 Ws and how

*I keep six honest serving men,  
They taught me all I knew,  
Their names are What and Why and When  
And How and Where and Who.*  
~Richard Scarry



Total F

6 question concept map



Total F

Questions open / closed

What kind of questions do you use in a Customer Service Situation?



Total F

Building rapport

What is rapport?



A mutually felt sense of connection accompanied by trust, openness and emotional affinity

Total F

Questions to ask yourself!

Rapport is built on four levels

- Non verbal
- Tone
- Language
- Beliefs and values



Total F

Questions to ask yourself!

- Why is rapport important?
- How do we build rapport?
- How is rapport broken?
- What can we do to improve our skills?



Rapport is important for Customer Service...

Total F

Learning objectives covered...

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Total F