

IAC2301

Introduction to Airline Customer Service



Unit 6: Communication skills

Chapter outline

- Communication skill meaning
- The important of effective communication skills
- Avoid negative communication
- Communicating positively
- Projecting a positive image
- Providing feedback

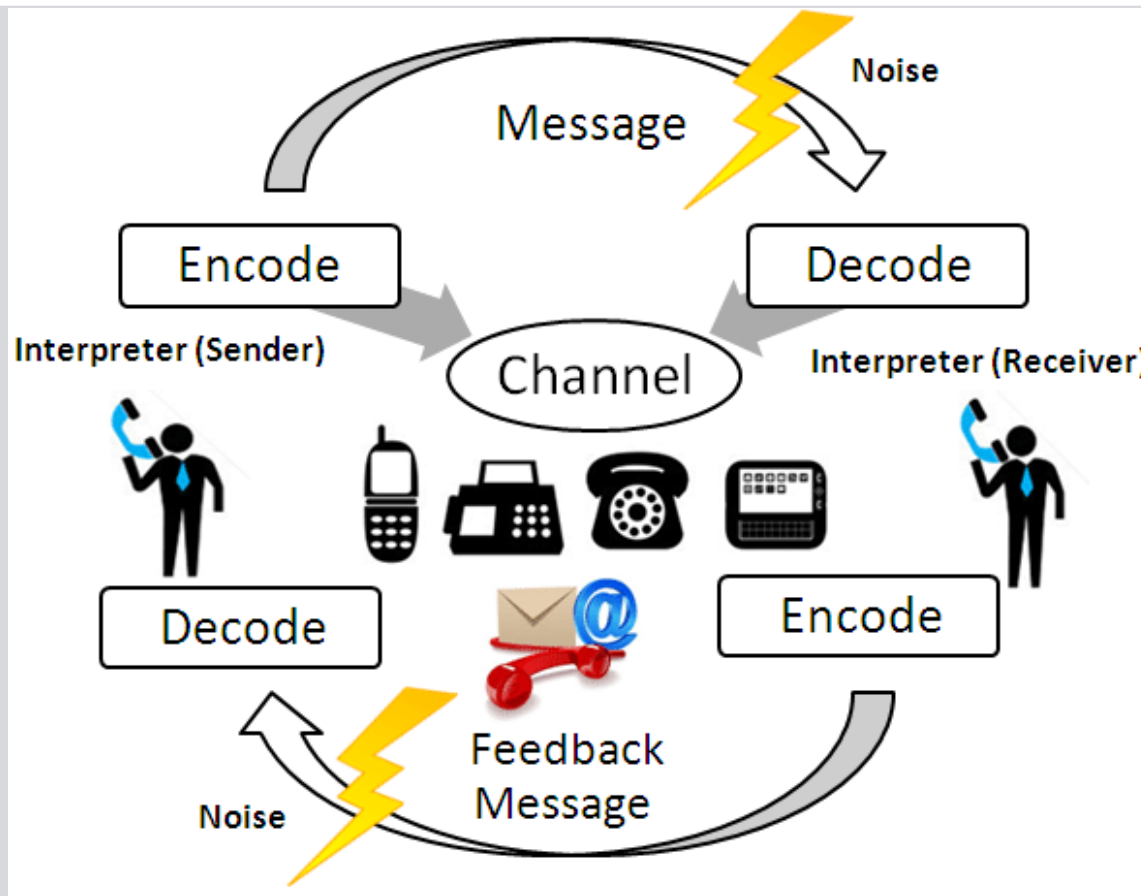
Communication And Its Meaning

Communication is an essential tool you need to use to build relationships with both customer and colleagues.

- The process of transferring a selected of information from a source to a destination.
- The transmission of ideas and sentiments between two or more people, which contribute to goals.
- Who says what, in which channel, to whom, what effect.(
channel: the means or method used to send the message; face-to-face, telephone, email)
- Ensuring understanding.

The Importance of Effective Communication

1. Represent your organization, and customers will respond according to you and your actions.
2. As a customer service professional, you have the power to make or break the organization.
3. You are the front line in delivering quality service to your customers. Your appearance, actions or interactions, and ability to communicate generate goodwill and customer loyalty for the organization and provide service excellence.



- **Sender/Encoder** is the person sending the message
- **Receiver/Decoder** is the person receiving the message
- **Decoding** is interpreting and assigning meaning to the words or symbols in the message.

Two-way communication

Concept: Two-way communication involves the **sender** and the **receiver** who each contribute to the communicate process.

- Part of the process is deciding which is **the best channel** to ensure clear message delivery.

- The **environment** (office, store, and group or individual setting) in which you send or receive message affects the effectiveness of your message.

- *Encoding* occurs as you evaluate how to effectively put your message into a format that your customer will understand not lead to confusion and misunderstanding.
- *Decoding* occurs as you or your customers converts messages received by interpreting or assigning meaning.
- *Feedback* is one of the most elements of the two-way communication process to determine whether the intended message was received.

Avoid negative communication

- Customers don't want to hear *what you can't do* rather they want to hear *how you're going to help* satisfy their needs or expectations
- Focus your message on how you can work with the customer to accomplish needs satisfaction.

Avoid negative communication (Cont.)

- Don't use weak terminology

“I am not sure.....”

“I'll try....”

Say,

“Let me get that answer for you...” or

“I can do...”.



- Watch out **Global terms** “*Always, never, everyone, all*”

“We **always** return calls in four hours.”

“We attempt to return **all** calls within four hours”

Avoid negative communication

- Verbal finger point

“You didn’t follow the directions I gave you”



Words and phrases that damage relationship

- You don't understand...
- You'll have to
- You don't see my point.
- Hold on a second.
- Our policy says (prohibits)..
- That's not my job (responsibility)
- You must/ you should
- What you need to do is...
- You'll have to...
- Why don't you
- I don't know
- You're wrong/ mistaken
- You aren't listen to me
- Listen to me
- I never said
- In my opinion
- What's your problem?
- Do you understand?
- Are you aware
- Endearment terms (honey, sweetie, baby, sugar)

Words and phrases that build relationship

- Please
- Thank you
- I can or will
- How may I help?
- I was wrong
- I understand how you feel
- Often, many times, some (instead of global terms)
- You're right
- May I....?
- Have you considered...
- I'm sorry (apologize) for....
- It's our fault
- Would you mind....
- I appreciate.....
- Use customer name

Communicating positively



1. Plan your messages

- **Know** what you want/need to say
- **Avoid** unnecessary details/ discussion
- **Be prepare** to **answer** questions about organization, products & service, customer order

2. Greet customers warmly and sincerely (shake hands, smile often)

- *“Good morning, welcome to....., my name ishow may I assist/help you?”*

Communicating positively

3. Use customer-focused language

- Provider-centered

- *I'll send out a form that we need you to complete and sign.*
- *Let me explain the benefits of this product.*

- Customer-centered

- *To make sure that we have all the information needed to ensure you the best service.....*
- *As an intelligent consumer, you'll appreciate the benefits of this product.*

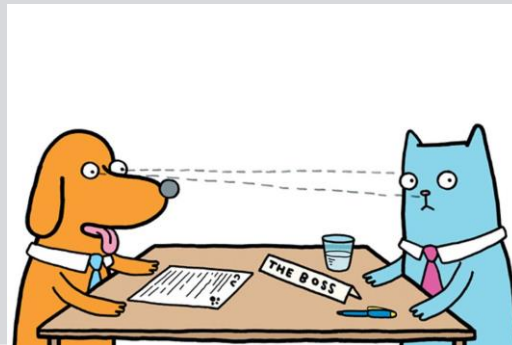
Communicating positively

4. Use eyes contact effectively

- Make regular eye contact (no longer than **three to five seconds** at a time)
- Assume **positive** approachable **posture**

5. Listen carefully and respond appropriately

- When **customer** feel that they are **not being listened** to, their **attitude** and emotions can quickly change from amiable to **confrontational**



Communicating positively

6. Be specific

- Give **complete** and **accurate** details whenever you have to answer questions, especially details relating to costs, delivery dates, warranties, and other important areas of customer interest.

7. Use positive “I” or “We” message

- *“I’ll handle this personally”*
- *“I’ll do my best” or “I’ll try”*



- “I” statements are a simple way of speaking by reducing feelings of blame. The basic I-message includes the feeling and the behavior.

I feel... (feeling) when... (behavior)

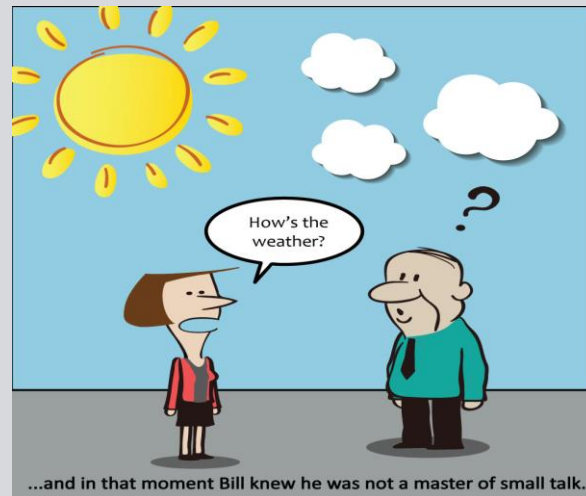
I feel worried when it's well after home time and there is no phone call or message.

I feel angry when I get told off for things when others don't.

Communicating positively

8. Use small talk

- *People less attack or complain* when you have relationship with
- **Bonding with customer**, show that you recognize the customer more than a nameless face
- **Watch out words and tone** if he/she is impatient or in a hurry skip small talk



Small Talk: Conversation Starters and Keeping it Going!

<p>Talking about the weather..</p>	<ul style="list-style-type: none"> • Beautiful day, isn't it? • Can you believe all of this rain we've been having? • It looks like it's going to snow... • Terrible weather isn't? • It sure would be nice to be in Thailand right about now... • We couldn't ask for a nicer day, could we? • How about this weather? • The weather is so nice today. Are you from around here? • Nice view isn't?
<p>At a Party..</p>	<ul style="list-style-type: none"> • Great Party Isn't? • Are you from around here...? • So, how do you know Justin? • Have you tried the chicken yet? • Are you enjoying yourself? • How is your day going so far? • Can I get you another drink? • Pretty nice place, huh? • I love your dress. Can I ask where you got it?
<p>Showing Interest..</p>	<ul style="list-style-type: none"> • Mmmm... • I see... • That's interesting... • You don't say... • Really! • Wow.. • and then...

Asking a friend or colleague about their weekend

How was your weekend?

Did you do anything fun over the weekend?

What did you get up to this weekend?

Did you have a good weekend?

It was lovely.

It was terrible.

It was nice.

A bit boring.

- wonderful, great, awesome, fantastic, exciting,
- beautiful, romantic
- unforgettable
- busy, hectic
- not so bad, pretty good, quite good, good
- dull, nothing special, not so good, awful

Communicating positively

9. Use simple language

- Use terms and explanations that **easy to understood**
- Watch customer's body language for **signs of confusion**

10. Paraphrase

- Repeat to the customer the message you heard in your own word
- *“If I understand the problem, Miss Lily, you bought this item on June 6 as a present for your son. When he tried to assemble it, two parts were missing. Is that correct?”*

Communicating positively

11. Ask positively phrased questions

“*Why*” is negative emotion action, sound challenge

- *“why do you feel that way?”*
- *“Why don’t you like....”*
- *“Why do you need that feature?”*
- *“Why do you want that color?”*
- *“ What makes you feel that way?”*
- *“What is it that you don’t like about...?”*
- *“How is that feature going to be beneficial to you?”*
- *“What other colors have you considered?”*

Communicating positively

12. Positive approach can produce positive result

- *Don't you think....?*
- *Wouldn't this work well?*
- *Couldn't we do...instead?*
- *Aren't you going to make a deposit?*
- *Don't you have two pennies?*
- *Shouldn't you try this for a week before we replace the part again?*
- *What do you think?*
- *How do you think this would work?*
- *Could we try....instead?*
- *What amount would you like to deposit?*
- *Do you have two pennies?*
- *How do you feel about trying it for a week to see how it works before we replace the part again?*

Communicating Positively

13. Communicate to your **customer's learning style**

- People process information in one of three ways
 - Visually (seeing)
 - **Aurally (hearing)**
 - **Kinesthetically (touching)**
- To increase positive message you send successfully, you should encode customer based on their preferred style of learning
- How do we know one's learning style?

Visual (seeing)

I think I get the **picture**.

Help me **visualize** what you're saying.

Aural (hearing)

That **sounds** okay.

Let me hear more about that.

If I'm **hearing** you correctly.

Kinesthetic (hands-on)

How do you **feel** about this?

I'm not sure I'm comfortable with.

Communicating Positively

14. Ask permission

- Get **approval** before taking action that was not previously approved or discussed, such as caller on hold or interrupting.
- It will boost their **self-esteem**, empower them, they'll appreciate



Communicating Positively

15. Agree with customers

- Do not use statement could enflame very angry customer
- “You sound upset Ms. Koy.” or “I can understand how you feel.” rather agree with customer
- *“I know this is frustrating, especially when it seems we haven’t done a good job solving your problem.” “Let me help you take care of this right now.”*

Communicating Positively

16. Elicit customer feedback and participation

- Acknowledge customer ideas, suggestions
- *“That’s a good idea or suggestion.”*

17. Close the transaction professionally

- *“Thank you, have a nice stay.”*

18. Address pet peeves

- Behavior that individuals identifies as annoying to them
- Ex. Be annoyed when people interrupt when speaking, manners, personal hygiene,

Providing feedback

Feedback is a response to message a listener receives.

- Feedback may be transmitted **verbally**, **nonverbally**
- Could be **negative** or **positive**



Verbal feedback

- Consider knowledge and skill of customer
- Jargon or unfamiliar the meaning lost
- Be aware of gesture, facial expressions or words indicate misunderstanding of customer

Providing feedback

Feedback may be transmitted verbally, nonverbally

- **Nonverbal feedback**

- Body language

- Actions

- Appearances (hygiene, grooming) look professional

- Typically *customer form an opinion of* you and your organization within 30 seconds, based on your appearance and work space



Assertive Versus Aggressive Service

Assertive service is good for solving problems while aggressive service is escalate them.

- **Asserting** yourself means you project **an image of confidence, self-assured**, state what you believe to be true in **self-confidence manner**.
- **Aggression** involves **hostile or offensive behavior**, in the form of verbal or physical attack.

Assertive behavior

Customer: *Excuse me, I received this sweater as a present and I'd like to return it.*

Employee: *Is there something wrong with it?*

Customer: Oh no. I just don't need another sweater.

Employee: *Do you have receipt?*

Customer: No. as I said, it was a gift.

Employee: *That's all right. But I will need you to fill out the top portion of this form with your name, phone number, and reason for return. And please sign at the bottom.*

Customer: Does this mean I have to get out of line and then wait again? I've already in line for ten minutes.

Employee: *Well, rather than delay the line, if you could step over to that table to fill out the form, and then bring it back to me, I'll take care of you.*

Customer : Okay, thanks.

Aggressive behavior

Customer: *Excuse me, I received this sweater as a present and I'd like to return it.*

Employee: *What's wrong with it?*

Customer: Oh no. I just don't need another sweater.

Employee: *Do you have receipt?*

Customer: No. as I said, it was a gift.

Employee: *Well, our policy requires that you'll have to fill out this form since you don't have a receipt.*

Customer: Does this mean I have to get out of line and then wait again? I've already in line for ten minutes.

Employee: *The line's getting shorter. It shouldn't take long.*

Next....

Dealing assertively with customers

- Express idea simply without weakening your position
- Generally, assertive communication deals with expressing ideas positively and with confidence.
- Ex. *Stand or sit erect, make direct eye contact, smile, listen empathetically, and calmly nod and explain what you can do to assist the customer.*

How to provide assertive service?

- **Facial expression**
 - Smile, demonstrate warmth and willingness to help
- **Voice**
 - Remain calm, steady, and self-assured, use inflection without raising volume to emphasize speech, state issues, ideas, in smile maintain, not rushed or stress.
- **Posture**
 - Stand or sit erect, but not rigid, occasionally lean forward



How to provide assertive service?

- **Gesture**

- Open gestures with arms and hands



- **Eye contact**

- Intermittent eye contact as you smile, avoid squinting or glaring

- **Win-win solution**

- Work toward mutual understanding and attain of resolution both customer and company succeed

Nonassertive	Assertive
Poor eye contact while speaking	Look customer in the eye as you speak
Weak handshake	Grasp firmly without crushing
Rambling speech, not really stating	Think, Plan, Speak a specific question or information
Use of verbal paralanguage (Ah, um, you know)	Stop, gather thoughts, speak
Apologetic in words and tone	Apologize if you make a mistake; (I'm sorry, please forgive me) then take control and move on with the conversation.
Soft, subdued tone	Increase volume, sound firm and convincing.
Finger pointing; blaming others	Take responsibility; resolve the problem.
Nervous gestures, fidgeting	Hold something; grasp a table or

Be Assertive
but not Aggressive !!!