
Global Certificate in Soft Services Management in Facilities

Communication and Customer Service Strategies

Communication and Customer Service Strategies Glossary

A

Active Listening: A communication technique that involves fully concentrating on what is being said by the speaker, understanding the message, and responding appropriately. Active listening is crucial in customer service to ensure customers feel heard and valued.

Adaptability: The ability to adjust effectively to changes, challenges, and new situations. In customer service, adaptability is essential to meet the diverse needs and preferences of customers.

Assessment: The process of evaluating the performance, effectiveness, or quality of services provided to customers. Regular assessments help identify areas for improvement in communication and customer service strategies.

B

Body Language: Non-verbal communication cues such as facial expressions, gestures, posture, and eye contact. Understanding and interpreting body language is important in customer service to enhance communication and build rapport with customers.

Brand Image: The perception or reputation of a company or organization in the eyes of customers and the public. Effective communication and customer service strategies contribute to shaping a positive brand image and fostering customer loyalty.

C

Complaint Handling: The process of addressing and resolving customer complaints or issues in a timely and satisfactory manner. Effective complaint handling requires active listening, empathy, and problem-solving skills.

Conflict Resolution: The process of resolving disagreements or conflicts between individuals or groups in a peaceful and constructive manner. Effective communication skills are essential in conflict resolution to facilitate understanding, compromise, and reconciliation.

Customer Feedback: Comments, opinions, or suggestions provided by customers about their experiences with a product or service. Customer feedback is valuable in improving communication and customer service strategies to meet customer expectations.

Customer Relationship Management (CRM): A strategy or technology used to manage interactions and relationships with customers throughout the customer lifecycle. CRM systems help organizations track

customer interactions, preferences, and feedback to enhance communication and service delivery.

Customer Retention: The practice of maintaining and nurturing existing customers to encourage repeat business and loyalty. Effective communication and customer service strategies play a crucial role in customer retention by building trust and satisfaction.

D

Data Analysis: The process of inspecting, cleansing, transforming, and modeling data to uncover meaningful insights and patterns. Data analysis is essential in monitoring and evaluating the effectiveness of communication and customer service strategies.

De-escalation: Techniques used to calm, defuse, or reduce the intensity of a conflict or emotional situation. De-escalation skills are important in customer service to manage challenging interactions and maintain a positive customer experience.

E

Empathy: The ability to understand and share the feelings, thoughts, and experiences of another person. Empathy is a key component of effective communication and customer service, as it helps build rapport, trust, and understanding with customers.

Feedback Loop: The process of collecting, analyzing, and implementing feedback from customers to improve products, services, or processes. Establishing a feedback loop is essential in continuous improvement of communication and customer service strategies.

F

Follow-up: The act of contacting customers after a transaction or interaction to ensure satisfaction, address any issues, or provide additional support. Follow-up communication demonstrates commitment to customer service and enhances customer relationships.

G

Goal Setting: The process of establishing specific, measurable, achievable, relevant, and time-bound objectives to guide performance and progress. Setting clear goals is important in communication and customer service strategies to focus efforts and measure success.

H

Handling Difficult Customers: Techniques and strategies for managing interactions with customers who are upset, frustrated, or challenging. Effective communication skills, patience, and empathy are key in handling difficult customers and resolving conflicts.

I

Interpersonal Skills: The ability to interact, communicate, and build relationships with others effectively.

Strong interpersonal skills are essential in customer service to engage customers, resolve conflicts, and foster positive interactions.

J

Job Knowledge: The understanding, expertise, and proficiency in performing job-related tasks and responsibilities. Having comprehensive job knowledge is important in customer service to provide accurate information, solutions, and assistance to customers.

K

Key Performance Indicators (KPIs): Quantifiable metrics or criteria used to evaluate the performance, efficiency, and effectiveness of communication and customer service strategies. Monitoring KPIs helps track progress, identify areas for improvement, and measure success.

L

Language Skills: Proficiency in speaking, listening, reading, and writing in one or more languages. Strong language skills are essential in communication and customer service to effectively communicate with customers from diverse backgrounds.

M

Multichannel Communication: The use of multiple communication channels such as phone, email, chat, and social media to interact with customers. Multichannel communication allows organizations to reach customers through their preferred channels and enhance customer engagement.

N

Needs Assessment: The process of identifying and evaluating the needs, preferences, and expectations of customers. Conducting a needs assessment helps tailor communication and customer service strategies to meet customer requirements effectively.

O

Onboarding: The process of integrating and orienting new customers or employees into an organization. Effective onboarding in customer service ensures a smooth transition, provides necessary information, and sets expectations for a positive experience.

P

Problem-Solving: The process of identifying, analyzing, and resolving issues or challenges effectively. Strong problem-solving skills are essential in customer service to address customer concerns, find solutions, and ensure customer satisfaction.

Quality Assurance: The systematic process of monitoring, evaluating, and improving the quality of products or services. Quality assurance in communication and customer service ensures consistency, accuracy, and

customer satisfaction.

R

Resilience: The ability to adapt, recover, and bounce back from setbacks, challenges, or failures. Resilience is important in customer service to maintain a positive attitude, handle stress, and overcome obstacles to deliver effective service.

S

Service Recovery: The process of addressing and resolving service failures or customer complaints to restore customer satisfaction and loyalty. Effective service recovery requires prompt action, empathy, and compensation to rebuild trust with customers.

Soft Skills: Personal attributes, communication abilities, and interpersonal skills that enhance interactions, relationships, and performance. Soft skills such as empathy, communication, and adaptability are essential in customer service to engage customers and provide excellent service.

Stakeholder Engagement: The process of involving and communicating with stakeholders such as customers, employees, suppliers, and partners to build relationships and gather feedback. Stakeholder engagement is important in developing effective communication and customer service strategies.

T

Time Management: The ability to prioritize tasks, allocate time efficiently, and meet deadlines effectively. Good time management skills are essential in customer service to handle multiple responsibilities, respond promptly to customer inquiries, and deliver timely service.

Training and Development: Programs, workshops, or activities designed to enhance the knowledge, skills, and performance of employees. Training and development in communication and customer service equip staff with the necessary expertise to deliver quality service and support customer needs.

U

Understanding Customer Needs: The ability to recognize, interpret, and address the specific requirements, preferences, and expectations of customers. Understanding customer needs is essential in communication and customer service to provide personalized and tailored solutions that meet customer satisfaction.

V

Verbal Communication: The exchange of information, ideas, and messages through spoken words. Effective verbal communication skills are crucial in customer service to convey information clearly, resolve issues, and engage customers in meaningful conversations.

W

Written Communication: The transmission of information, instructions, or messages through written words

such as emails, letters, reports, or chat messages. Strong written communication skills are important in customer service to provide detailed information, document interactions, and maintain professional correspondence.

X

X-Factor: A unique or exceptional quality that sets a product, service, or individual apart from others. In customer service, the "X-factor" can refer to extraordinary service, personalized experiences, or innovative solutions that exceed customer expectations and create memorable interactions.

Y

Yield Management: A pricing strategy that involves adjusting prices based on demand, availability, and market conditions to maximize revenue. Yield management in customer service aims to optimize service offerings, meet customer needs, and achieve profitability through strategic pricing decisions.

Z

Zero Defects: A quality management approach that focuses on preventing defects, errors, or mistakes in products or services. Striving for "zero defects" in customer service ensures consistent, high-quality service delivery, customer satisfaction, and loyalty.