5 Keys for Customer Satisfaction

Greet
Listen
Apologize
Don’t argue
Thank the patron

Customer Service Core Skills
The purpose is to create and maintain a welcoming environment.

How can we achieve this?

- Greet
- Smile
- Establish eye contact
- Ask “How can I help?”
- Give full attention
- Be polite
Listen to Customers

Carefully:

- Listen actively
- Attend to immediate needs
  - Correct fare
  - Direction of travel
  - Final destination
  - Do you stop by...?
A customer is upset about having to wait for a long time.

How effective or ineffective would it be to apologize:

- Apologize for delay as the customer enters the bus.
- The service we provide should be viewed as a valuable commodity.
- When a customer encounters a bus operator who is cordial and tries to provide high quality service, the customer will return time and time again.
Don’t Argue

The angry customer:

- Listen carefully without interrupting.
- Stay calm and remain polite.
- Don’t take it personally.
  ✓ Q-Tip
    o Quit
    o Taking
    o It
    o Personally
Thanks the Patron

Be sincere

- Thank you for riding.
- Have a nice day!
- You are welcome!
- See you next time!
- Have a safe day!
- We are here to help.
- No problem.
- My pleasure.
Moving Forward

You will be expected and required to practice the 5 Keys of Customer Satisfaction.

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Greet

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