Motivation

Keep up your enthusiasm in the service center

Most people who work in customer service are naturally motivated to help others, but that energy and motivation can wane through the course of a long day of dealing with customer problems.

To make sure that your energy levels don't get in the way of helping customers and keeping a positive tone to your interactions, keep the following tips in mind.

■ **Change your physical perspective when necessary.** It's very easy to become mentally detached and slip into cruise control when you sit in a fixed position for a long time. To prevent this from happening, stand up, stretch, and sit back down occasionally. Walk around, readjust your chair — do whatever you have to do to break the routine, get the blood moving, and get re-engaged in your work.

■ **Take ownership of the call.** Taking ownership is one of the best things that you can do to improve the caller's experience. By showing enthusiasm and using phrases like, "I'd be happy to help you with that," you boost not only the customer's spirits but your own. And even if you can't help customers directly, let them know that you will stay with them through the transfer so they won't have to explain their situation again.

■ **Keep a checklist near the phone.** One way to stay focused and to maintain your enthusiasm on every call is to keep a checklist nearby of the things that make a great call. That list should include any specific call-handling protocols that your supervisor or quality assurance team looks for, such as voice tone and the words you use. Also include any personal skills and touches that you want to apply so that the customer walks away thinking, "Wow, what a great experience."

■ **Make friends at work.** Work shouldn't be just about taking calls. You can keep up the enthusiasm by getting to know the people around you better. Nothing brings energy to the job like having a friend at work, and the difference will be noticeable in your calls. In addition, having friends at work makes it easier to to say, "I'm having a problem with this aspect of my calls. Will you help me figure out where I'm going wrong?"

the **Customer Communicator**
Tools, tips and tactics for the frontline customer service professional