Arkansas CTE

Customer Relations: Grades 11, 12

Adopted 2009

Introduction to Customer Relations

1.1 Define terms related to customer relations

1. Use terms in context 1.1.1

1.2 Describe impact of good customer relations

1. List factors that encourage repeat business 1.2.1
2. Analyze the effects of customer relations on the success of a business 1.2.2

**1.3 Recognize types of customers
Discount customers
Impulse customers
Loyal customers
Need-based customers
Wandering customers
**

1. Classify strategies for serving the needs of different types of customers 1.3.1

**1.4 Identify components of a quality customer relations mission statement
visionary
broad
realistic
motivational
short and concise
easily understood
**

1. Analyze sample mission statements using classroom technology 1.4.1
2. Create a quality mission statement for the classroom 1.4.2
3. Model behaviors reflected in an organization's mission statement 1.4.3

Preparing for the Customer

2.1 Define terms related to preparing for the customer

1. Use terms in context 2.1.1

2.2 Explain the need to inform customers about products, policies, and services

1. Choose methods needed to inform customers about products, policies and service 2.2.1
2. Analyze scenarios depicting customer needs 2.2.2
3. Differentiate between customer needs and company policies 2.2.3

2.3 Identify acceptable customer relations practices that are sensitive to cultural, religious, disability, and gender issues

1. Analyze effects of customer relations on meeting the needs of various populations 2.3.1

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2. Analyze scenarios depicting competent practices that are sensitive to various populations 2.3.2

Customer Interaction

3.1 Define terms related to customer interaction

1. Use terms in context 3.1.1

3.2 Identify ways to establish rapport and trust with the customer

1. Demonstrate the ability to empathize with a customer 3.2.1
2. Exhibit an understanding of a situation from the customer's perspective 3.2.2
3. Describe behaviors and attitudes that create barriers which limit rapport with customers 3.2.3

3.3 Identify communication skills and their effects on customer relations

1. Compare and contrast communication styles
Passive
Aggressive
Passive-Aggressive
Assertive 3.3.1
2. Demonstrate active listening skills
Repeat
Paraphrase
Clarify
Feedback 3.3.2
3. Model speaking skills to deal effectively with customers through presentations
Body language
Choose words carefully
Eye contact
"I" messages
Personal space
Using your words to keep customers calm
Tone of voice 3.3.3
4. Develop effective etiquette when dealing with customers using communication technology (telephones, intercoms, two-way radios, cellular devices, switchboards, etc.)
Create a welcoming impression using voice and greeting
Address customers properly
Make customer feel glad they called
Correctly place customers on hold
Know how and when to transfer customers
Taking messages with appropriate information
End calls positively and effectively with customers 3.3.4
5. Demonstrate e-mail and online communication skills 3.3.5
6. Identify different types of customer service
Corrupt interaction
Detached interaction
High interaction
Ideal interaction
Low interaction
No interaction
Transparent interaction
Unfulfilling interaction 3.3.6

Customer Satisfaction

4.1 Define terms related to customer satisfaction

1. Use terms in context 4.1.1

4.2 State perception associated with professional dress and behaviors

1. Analyze the relationship between employee attitude, appearance, and actions and customer satisfaction 4.2.1

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Identify problem solving skills to assure customer satisfaction

1. Examine scenarios to find the root of the problem 4.3.1

2. Predict consequences of not having a problem solving process
Creating additional problems while trying to solve one
Jumping to conclusions
Not getting enough info
Resulting in an impasse 4.3.2

**4.4 State steps to resolve customer complaints
Find out the problem
Listen actively, seek clarification
Consider the customer's feelings
Agree on solution
Follow-up
**

1. Demonstrate techniques for handling conflicts and complaints 4.4.1
2. Summarize skills necessary to reach a consensus 4.4.2

4.5 Determine the importance of effectively dealing with difficult customers

1. Identify skills necessary to diffuse abusive or hostile customers
communication skills
problem solving skills
negotiation skills 4.5.1
2. Develop appropriate strategies for dealing with difficult customers
don't take it personally
admit when you are wrong
see things from a customer's point of view 4.5.2
3. Consider the importance of dealing with anger instead of avoiding it 4.5.3

Ongoing Customer Support

5.1 Define terms related to ongoing customer support

1. Use terms in context 5.1.1

**5.2 Identify guidelines for creating a valid and reliable survey
avoid leading questions
explain answering procedure
guarantee privacy or anonymity
keep survey brief
pilot test the survey
precise wording
present answer choices from positive to negative
start with easy questions and build to difficult
start with introduction
state goal of survey
use common language and short questions
**

1. Select sample surveys measuring customer satisfaction using appropriate technology 5.2.1
2. Plan and conduct a survey to follow up on customer satisfaction 5.2.2
3. Compile and analyze data from customer satisfaction survey 5.2.3

**5.3 Examine benefits of customer service education and training
improved customer loyalty
improved company morale
improved profitability and job security
reduced customer complaints
positive word of mouth advertising
**

1. Research education and training opportunities in customer relations 5.3.1
2. Obtain national certification including but not limited to National Professional Certification in Customer Service
NRF Foundation 5.3.2