

**1) DESCRIPTION OF THE TOOL**

Explaining is a crucial part of service orientation. To structure is the key to communicate effectively. The structure increases the fluidity of the process: this means that people retain information that has been structured 40% more accurately and reliably than unstructured information. You can use the following set of explanation techniques for customer service and attention:

1. Problem - solution - benefit. A structure of direct explanation used very often in service orientation. First you talk about the problem, after talk about the solution, and finally you show the benefit.
2. What? And that? Now what? Start talking about what it is. Then why is it important? Then what should be the steps to follow.
3. The technique Features (features), Advantages (advantages), Benefits (benefits) is used mainly in sales. A characteristic is what a product is or does.
4. ELI5 technique. Its name comes from "Explain it like I'm five years old. This technique is based on simplicity and is especially powerful for example in explaining technological concepts to non-technologists

**2) OBJECTIVES OF THE TOOL**

- Explaining is a crucial part of any service provision, that's why it's important to know how to do it.
- To learn a set of techniques that will help you communicate in a structured way. For example it is much easier to remember the number "0633489291" if it is restructured in "063-348-9291". This same can be applied in the service orientation.
- With these techniques you will learn to structure the information and communicate more effectively

**3) CONNECTION OF THE TOOL WITH THE SKILL**

These explaining techniques are related to service orientation because Communication is an important part to provide excellent service. Why? Because of communication that customers receive, whether from the company or from others outside the company (such as a friend's recommendation), the client is forming his expectations regarding the service he will receive. Communication and transparency throughout the process is a key tool for loyalty.

**4) RESOURCE MATERIALS**

No necessary resource materials

**5) HOW TO APPLY THE SKILL**

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**6) WHAT TO LEARN**

You will learn to use the following explanation techniques for customer service and orientation. You can apply these techniques to solve a problem or a complaint, to explain a product or service or in any situation with the client to offer a structured and effective communication. It may sound simple, but it is necessary to practice mastering them.

