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Top Ten 2020 Skills Project

SKILL 8 – SERVICE ORIENTATION
TOP 10 SKILLS FOR SERVICE ORIENTATION



8. Service Orientation

SKILL 8 – Service orientation

Top 10 Skills for Service orientation

- Aim – to know the most important skills for service orientation
- Objectives:
 - To know some of the skills that should be mastered for a good service orientation
 - Why it is so important in service orientation
 - These skills can make a difference to the competition.



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Top 10 Skills for Service orientation

Content:

- Why is the orientation to service in a business so important?
- The most important soft skills in service orientation:
 - Communication
 - Listening
 - Self control
 - A positive attitude
 - Assertiveness
 - Conflict resolution
 - Empathy
 - Taking responsibility
 - Humor
 - Persuasion skills



Top 10 Soft Skills for Service orientation

According to Doug Walner “Service orientation is a predisposition to being helpful, thoughtful, considerate, and cooperative”.

Therefore, if you want to learn and master service orientation skills, you have to know what it means to be helpful, thoughtful, considerate, and cooperative.

It’s the philosophy of being at the customer's service. This implies to assume this personal and professional competence as a necessary habit.



SKILL 8 – Service orientation

Top 10 Soft Skills for Service orientation

There are some skills that will improve the service orientation. Without some skills, there is a risk of failure for the business or simply of losing customers. For this reason it is important to master some universal skills that will help in service orientation. Having or not having these skills can be the difference between developing a good service orientation or a disaster for your business. In other words, success or failure with your clients will depend to a large extent on mastering these skills.



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Top 10 Soft Skills for Service orientation

How you treat your customers is very important in service orientation because this can make the difference between a loyal returning customer and a dissatisfied customer who, through word-of-mouth, impacts negatively on your organisation.



However an unhappy customer is a lost opportunity and, even if they do not voice their dissatisfaction directly to the organisation, may become a negative influence by telling others about their poor experience. They are highly unlikely to use your services again and will instead go to a competitor.



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SKILL 8 – Service orientation

Top 10 Soft Skills for Service orientation

Communication

Listening

Self control

A positive
attitude

Assertiveness

Conflict
Resolution

Empathy

Taking
Responsibility

Humour

Knowledge of
the Product



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2. Communication:

Clearly establish that we are understanding our client and that we too are being understood. Nine out of ten serious controversies that occur in life are the product of a misunderstanding. The key to good communication is knowing:

- How are we going to communicate with the client? You have to know the appropriate channel according to the profile
- When are we going to communicate it to him/her?
- How much? Excesses are not good and the arrival of massive emails or constant calls get the opposite effect of the search.



Top 10 Soft Skills for Service orientation

2. Communication:

- What to communicate? The content of the message is key. It must be information that interests the recipient and has relevance. If it fails in this regard, it is possible to enter the SPAM mailbox. If information of interest is sent, customers will receive the information and the company-client relationship will be strengthened by obtaining a loyal consumer.

Good communication allows us to achieve our goal: get the client, move forward in the process or solve a specific problem. Clear communication is essential in customer service. You need to know what the customer wants and be able to articulate what you can do for the customer.

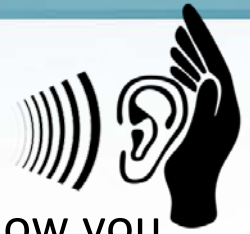


2. Listening:

Listening skills are just as important as communication skills.

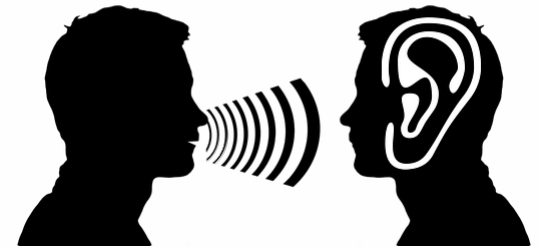
Listen carefully to the client to know exactly what she/he needs and how you can help her.

Demonstrate that you are actively listening through body language and responses (nod when you understand something, make eye contact, etc.). Don't be afraid to ask clarifying questions to make sure you understand the other person. An important aspect of customer service is simply making the customer feel heard. Active listening can be a good opportunity to build rapport with your client.



2. Listening:

The ability to really listen to customers is so crucial for providing great service. Listening to customer feedback is a must for many businesses who are looking to innovate. Not only is it important to pay attention to individual customer interactions (watching the language/terms that they use to describe their problems), but it's also important to be mindful and attentive to the feedback that you receive at large.



3. Self-Control:

People who work in service orientation need to be able to calmly handle all customers, even the most negative ones. You must strive to remain calm, even when your customer is not. Patience and self-control will keep you from getting upset and saying something inappropriate. Remember to try not to take it personally when the customer is upset. When the customer is angry, it's even more important to stay calm and try to tone down the conversation.



4. Amiability:

We must build capacity to show affection for the internal and external customer. You must respect the sensitivity of the people, because many times it is highly vulnerable to our treatment. When it comes to address complaints, complaints and irritable customers, there is no nothing worse than bad will.



We must be kind, especially when it costs us, because after all, we are always the same kind of people no matter who we are serving.



5. Positivity:

A positive attitude is very important in service orientation. Make sure you know all of the benefits of the products or services your company provides and convey them to your customers.

If a customer has a problem with a product or service, focus on what you can do to help him or her. While you don't want to seem overly happy when a customer is upset, being proactive and optimistic can help a customer stay positive, too.



Top 10 Soft Skills for Service orientation

6. Assertiveness:

Assertiveness is a skill regularly within social and communication skills. Being assertive means being able to stand up for your own or other people's rights in a calm and positive way, without being either aggressive, or passively accepting 'wrong'.

In all your interactions with other people, at work, with employers, customers or colleagues, assertiveness can help you to express yourself in a clear, open and reasonable way, without undermining your own or others' rights.



6. Assertiveness:

Sometimes the way we react and respond to others can make us feel inadequate, guilty or regretful. These may be signs of passive behaviour. We may also feel angry and critical of others during conversations - this may be a sign of more aggressive behaviour.



6. Conflict Resolution:

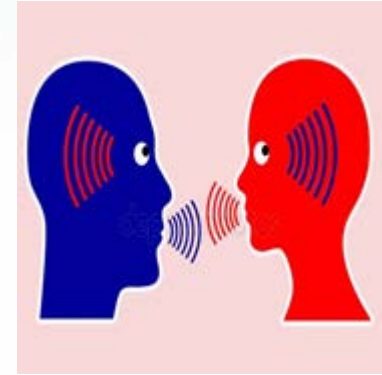
In service orientation, you deal with many clients who have a problem that needs to be solved. Always make sure you understand the problem clearly, and offer them possible solutions. Often you will need to think of solutions that fit the needs of a specific client. If you cannot find a solution that works for the client, help them locate additional help.

Follow up with the client to make sure the issue has been resolved. Clients will appreciate your interest in their problem, and your willingness to help, in whatever way possible.



7. Empathy:

It is important not only to understand what a customer says, but how a customer feels. An important soft skill is being able to recognize and understand a person's emotional state. If you struggle to convey empathy, think about being in the customer's position. How would you feel if you were in their position? How would you like to be treated by an employee? What would you feel like if you had the same problem the customer did? These questions will help you to identify with and better assist your customers.



Top 10 Skills for Service orientation

8. Persuasion skills:

You need to have some mastery of persuasion so you can convince interested customers that your product or service is right for them. Persuasion skills can be learnt just like any others, and they are a key part of being able to influence others to achieve your goals and objectives. Being able to influence and persuade clients is a crucial part of service orientation. The ideal way to persuade others is to get them to want what you want. Working out how to do that in practice, however, can be tricky. Some people are naturally good at it, but others find it much harder.



8. Persuasion skills:

Research shows that there are a number of common characteristics about successful persuaders:

- keeping promises,
- being reliable and taking responsibility,
- being sincere, genuine, and honest,
- knowing their subject, and believing in it,
- building rapport, and being entertaining,
- not arguing and providing solutions that work,
- successful persuaders tend to have high self-esteem and good Emotional Intelligence more generally. They really believe that they will succeed.



9. Taking Responsibility:

A big part of working in customer service is being able to say, “I’m sorry,” whether it’s for a late shipment or the poor quality of a product. You have to be able to sincerely apologize to a customer on behalf of your company, even when the problem was not your fault. Hearing an apology almost always makes a customer feel better.



10. Humour:

A sense of humour can make a potentially stressful customer-service interaction more enjoyable. If a customer cracks a silly joke, she will appreciate if you chuckle along with them. However, make sure you are never laughing at a customer (such as when they make a mistake or have trouble with something), but instead laughing with a customer.



Top 10 Soft Skills for Service orientation

Conclusions

- In service orientation it is key to have and mastering a series of soft skills. These skills will help us develop a high quality service orientation.
- These skills will help us to develop a high quality service orientation. This can make a difference in an increasingly competitive market.
- Nowadays anyone can enter social networks or a Web page and upload a video that shows an excellent or terrible service to describe their experience as a user. As companies, we need to "serve" our clients well if we want to not only survive, but to succeed.
- That is why it is so important that workers not only learn the technical skills but also learn a series of soft skills. Without communication, empathy, and honesty, without knowing ourselves and knowing what scares us and what makes us angry. We can create good user experiences.





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