



Virtual Customer Service Guide

GCNA Contact Center Training Manual- Session Leader Guide

CONTENTS

What are Customer Service Standards?	3
Why have a SESSION LEADER GUIDE?	3
What to expect from the session guide:	3
Slide-by-Slide Overview	4
Slide 1:	4
SLIDE 2	4
Slide 3	5
Slide 4	5
Slide 5	6
Slide 6	6
Slide 7	7
Slide 8	7
Slide 9	8
Slide 10	8
Slide 11	9
Slide 12	9
Slide 13	10
Slide 14	10
Slide 15	11
Slide 16	11
Slide 17	12
Slide 18	12
Slide 19	13
Slide 20	13
Slide 21	14
Slide 22	14
Slide 23	15
Slide 24	15
Slide 25	15
Slide 26	16
Slide 27	16
Slide 28	17
Slide 29	17

Slide 3018
Slide 3118

VIRTUAL CUSTOMER SERVICES – SESSION LEADER GUIDE

WHAT ARE CUSTOMER SERVICE STANDARDS?

By definition, **Customer Service Standards** are a company's rules or guidelines that inform and shape the **customer's** relationship with the business at every step throughout the **customer** experience. Below you will find some of the customer service standards aligned with our Goodwill Customer Experience:

- Listens and/or overserves customer, seeking for verbal or non-verbal cues indicating intent. Using this information to match them with the right products and services. Building Trust.
- Confirms information with customers with a smile; treating them as a very important person (VIP).
- Knowledgeable of Goodwill products and opportunities for upskilling talents and skills.
- Discuss specifics of the recommendations (e.g., MyCareerAdvisor.com sign up, digital skills, training, workshops, etc.)
- Serves as an expert regarding relevant company strategies, policies, and company services. Supports development and strategy of Goodwill services.
- Identifies and suggests additional products and services to customer that complement the conversation.
- Suggests alternative products/services, in lieu of disconnecting without connecting.
- Follow up with customers regarding suggestions made through phone/virtual conversation.
- Remains knowledgeable of company goals, their implications and how they are based on current and past performances.

WHY HAVE A SESSION LEADER GUIDE?

The **Session Leader Guide** was developed to provide each training Session Leader with guidance on how to help learners progress through their training experience. Our belief is that the provision of consistent training experiences can lead to a consistent level of service across departments.

WHAT TO EXPECT FROM THE SESSION GUIDE:

The **Session Leader Guide** was designed to mirror the training video experience. Below, you will find some additional benefits to this tool:

- Conversation prompts that align with the training video prompts
- Opportunities to reflect on your own thoughts on the training video
- Opportunities to share your professional expertise on each topic
- Opportunities to hear the professional experiences of other team members
- Opportunities to infuse Goodwill culture and values into all session attendees

If you have any questions / comments about the content of this session guide, please contact the Training Solutions team at trainingsolutions@goodwillaz.org.

SLIDE-BY-SLIDE OVERVIEW

The remaining section of this guide will be a slide-by-slide overview of the video training discussion prompts. Feel free to add your own department policies and procedures to these discussions as needed.

SLIDE 1:



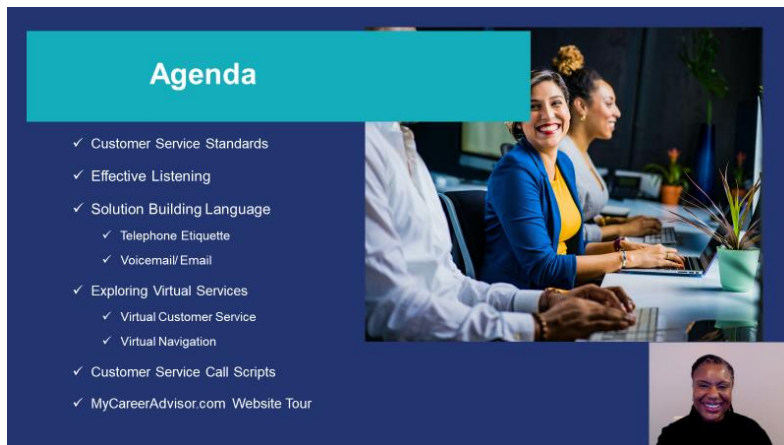
NO DISCUSSION REQUIRED – ENSURE ALL PARTICIPANTS HAVE A COPY OF THE VIRTUAL CUSTOMER SERVICE GUIDE AND THE DAY 2 GUIDE.

SLIDE 2



NO DISCUSSION REQUIRED

SLIDE 3



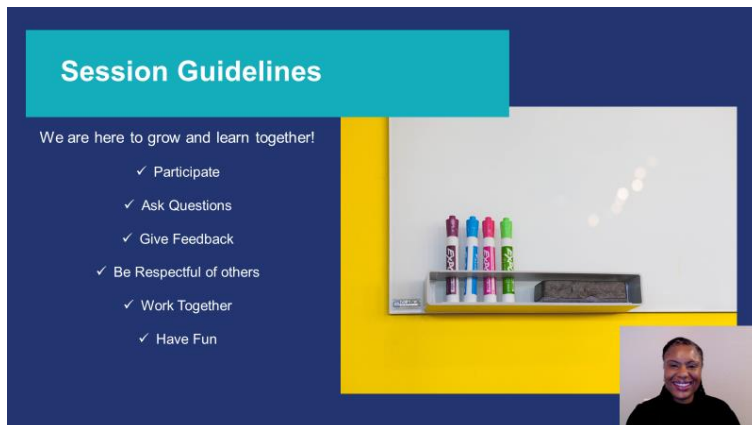
Agenda

- ✓ Customer Service Standards
- ✓ Effective Listening
- ✓ Solution Building Language
 - ✓ Telephone Etiquette
 - ✓ Voicemail/ Email
- ✓ Exploring Virtual Services
 - ✓ Virtual Customer Service
 - ✓ Virtual Navigation
- ✓ Customer Service Call Scripts
- ✓ MyCareerAdvisor.com Website Tour

The slide features a teal header with the word 'Agenda' in white. Below the header is a list of topics with checkmarks. To the right of the list is a video thumbnail showing three people in a meeting. At the bottom right of the slide is a small portrait of a man smiling.

NO DISCUSSION NEEDED

SLIDE 4



Session Guidelines

We are here to grow and learn together!

- ✓ Participate
- ✓ Ask Questions
- ✓ Give Feedback
- ✓ Be Respectful of others
- ✓ Work Together
- ✓ Have Fun

The slide features a teal header with the words 'Session Guidelines' in white. Below the header is a list of guidelines with checkmarks. To the right of the list is a video thumbnail showing a whiteboard with markers. At the bottom right of the slide is a small portrait of a man smiling.

VIDEO MARK: 0:02:11- As participants if there are any additional session guidelines they want to add to the current list. If working with a group, add the new recommendation to a whiteboard or flipchart paper for the remainder of the session. Refer to these guidelines as a behavior management tool when necessary. Return to the video once the list is created.

SLIDE 5



NO DISCUSSION REQUIRED

SLIDE 6

What are Customer Service Standards?

Customer Service Standards are a company's rules or guidelines that inform and shape the **customer's** relationship with the business at every step throughout the **customer** experience.



VIDEO MARK 0:03:14- Learners are prompted to list and share the words, thoughts, and ideas they have about the customer service standards definition. Your role in this section is to listen to their list, not correct it. Return to the video after the list is created.

SLIDE 7

Why Customer Service Standards?

Guess the percentage for each industry fact:



VIDEO MARK 0:06:50- Participants are asked to share their thoughts on the customer service percentages. Did they expect the scores to be higher or lower? Were they surprised by any? If convenient, feel free to have an open dialogue about their findings. Return to the video when complete.

SLIDE 8



NO DISCUSSION REQUIRED

SLIDE 9

A video slide with a dark blue background. At the top left, a teal box contains the title "Who are We Serving?". Below the title, there are two bullet points with checkmarks. The first bullet point is for "Internal Customers" and the second is for "External Customers". To the right of the text is a photograph of a group of people in an office setting, some working at computers and others in discussion. A small speaker icon is in the bottom right corner of the slide.

Who are We Serving?

- ✓ **Internal Customers:** Anyone within the organization, who at any time, is dependent on anyone else within the organization. In this case, an internal team or department requesting a product or service.
- ✓ **External Customers:** Those outside of the organization, who purchase a product or requests a service.

VIDEO MARK: 0:08:48- Learners are asked to name some of the internal customers they serve. Help them to complete the list, as appropriate for your department. Return to the video when complete.

SLIDE 10

A video slide with a dark blue background. In the top left corner, there is a small portrait of a smiling man. Below the portrait, the text "Riddle Me This..." is displayed in white. A teal horizontal line is positioned above the text, and another teal horizontal line is below it, ending with a double quote symbol. A small white icon resembling a speech bubble or a stylized '9' is in the bottom right corner.

Riddle Me This...

VIDEO MARK: 0:10:13- Learners are asked to pause the video to write their answer to the riddle shared in the video. Do not provide an answer. Once paused, play the video after 30 seconds.

SLIDE 11

Modes of Listening

- Combative Listening
- Passive Listening
- Active Listening

VIDEO MARK: 0:12:15- Learners are asked to pause discuss a time when they have experienced combative listening. Feel free to share your personal experience with combative listening here. Return to the video when complete.

VIDEO MARK: 0:15:45- :Learners are asked to pause the video and discuss an example of active listening in their own lives. Feel free to listen to their responses without correction. Return to the video when complete.

VIDEO MARK: 0:15:57- Learners are asked to pause the video and share a time when they actively listened. Share your experience with them. Return to the video when complete.

SLIDE 12

Becoming an Active Listener

- Use non verbal cues
- Focus on the speaker
- Judgement-free zone
- Be comfortable with silence
- Paraphrase
- Ask Questions

VIDEO MARK: 0:23:54- Learners are encouraged to share their experience with the tips listed on the slide. They are also encouraged to share any additional tips they may have with the groups. Feel free to share any professional guidance you may have at this time. Return to the video afterward.

SLIDE 13

A slide with an orange background. In the top left corner is a small portrait of a smiling woman. To the right of the portrait are the numbers '10' formed by a silver bicycle chain. To the right of the chain is a white box containing the text 'See you In ten minutes' in blue. In the bottom right corner of the orange area is a small white box with the number '9' in blue.

**See you
In ten
minutes**

9

PARTICIPANTS ARE INVITED TO TAKE A 10 MINUTE BREAK AND RETURN TO THE SESSION AFTERWARD.

SLIDE 14

A slide with a background image of three people (two women and one man) looking at a laptop. A teal banner is overlaid on the image with the text 'Solution Building Language'. Below the banner is a small orange bar with the text 'GCNA Contact Center Training Series: Session One'. In the bottom right corner is a small blue logo with a white circle and a white arrow pointing up and to the right.

Solution Building Language

GCNA Contact Center Training Series: Session One

NO DISCUSSION REQUIRED

What is Solution-Building Language?

Simply put, **solution-building language** is the practice of layering language in thoughtful ways, for the purpose of targeting a customer's chief concern.



NO DISCUSSION REQUIRED

Solution-Building Language

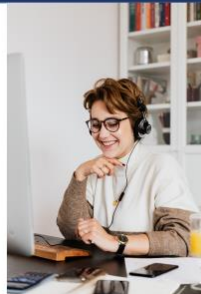
Choose the best responses:

"Hi, my name is X. May I ask your name?"

"Are you unsatisfied?"

"How can I help you?"

"What is wrong?"



"Great to meet you, ____. How can I assist you today?"

"Are you confused?"

"What can I help you with today?"

"What's your problem?"



VIDEO MARK: 0:29:40- Learners are asked to write down and/or share any positive and/or affirming words they use with customers. Words like *surely*, *absolutely*, *wonderful!* Feel free to share any terms appropriate in your department. Restart the video afterward.

SLIDE 17



Telephone Etiquette

- “2 ring” rule
- Identify yourself
- Active listening
- Transfer appropriately
- Receive permission to place “on hold”
- Let them hang up first
- “May I take a message?”

VIDEO MARK: 0:31:50- There are no formal discussion cues in this section, however, feel free to stop the video and share etiquette standards specific to your department.

SLIDE 18



Voicemail Tips

- Respond to voice mails within 24-48 hours
- Update your voice mail greeting, advising callers when you will be out of the office

VIDEO MARK: 0:32:49- There are no formal discussion cues in this section, however, feel free to stop the video and share etiquette standards specific to your department.

SLIDE 19



Email Tips

- Respond to emails within 24-48 hours
- Use standard company greeting and closing
- Update your email notification, advising callers when you will be out of the office

VIDEO MARK: 0:33:55- There are no formal discussion cues in this section, however, feel free to stop the video and share etiquette standards specific to your department.

SLIDE 20



General Tips

- Exceed Expectations
- Anticipate needs by being proactive
- Be accountable
- Be conscious of communication style
- Compliment each other when you do things well

VIDEO MARK: 0:35:20- There are no formal discussion cues in this section, however, feel free to stop the video and share additional performance standards specific to your department.

SLIDE 21



NO DISCUSSION REQUIRED

SLIDE 22

Definitions

- **Virtual customer service** is using technology to perform activities that connects products and/or services to customers
- In a **Virtual Engagement**, a job seeker learns directly from a Goodwill employee (telephonically or electronically) what services are available.
- **Virtual Advisement** refers to our Goodwill virtual career services to our internal teammates and external customers.



VIDEO MARK: 0:36:37- Learners are asked to list all of the Mission Services they are aware of. If in a group, assist them by writing their answers on a whiteboard or flipchart paper. Resume the video when the list is complete.

SLIDE 23

Virtual Advisement Tips




- Customers may only hear the services they need in the moment
- Create an in-depth interaction by using open ended questions and guided experiences




NO DISCUSSION REQUIRED

SLIDE 24

Virtual Navigation vs. Career Navigation



Virtual Navigation is the act of directing the caller through any, online platform for general or small tasks.



NO DISCUSSION REQUIRED

SLIDE 25

Virtual Navigation Tips



- Don't get trapped
- Refer to a local center, if we cannot replicate concerns



NO DISCUSSION REQUIRED

SLIDE 26



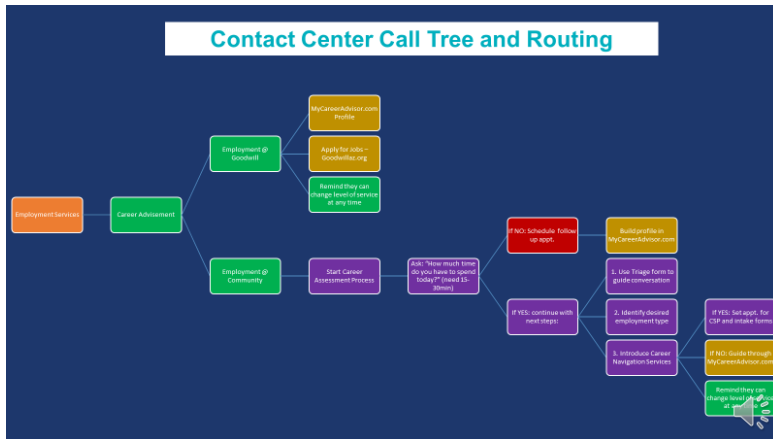
NO DISCUSSION REQUIRED

SLIDE 27



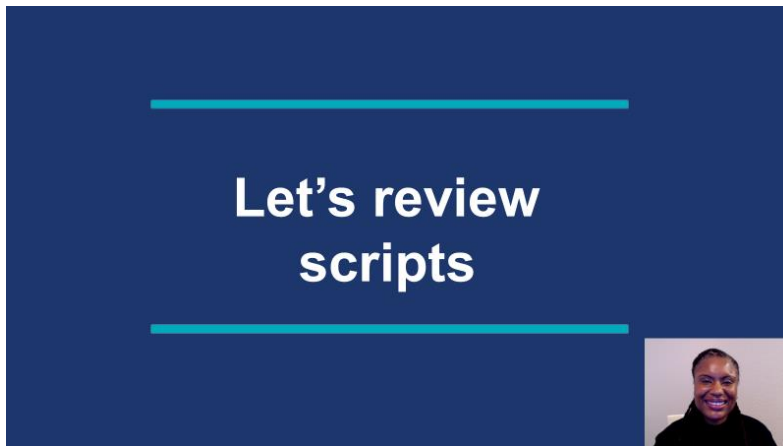
NO DISCUSSION REQUIRED

SLIDE 28



NO DISCUSSION REQUIRED

SLIDE 29



VIDEO MARK: 0:46:59- Learners are asked to read and review the customer service call scripts available in the Virtual Customer Services Guide and the Day 2 Guide. If in a group, feel free to assign each learner a partner to work with. If time is limited, assign this section as self-study. Restart the video when needed.

SLIDE 30



VIDEO MARK: 0:47:22- Learners are asked to read and review the MyCareerAdvisor.com tour available in the Virtual Customer Services. If in a group, feel free to assign each learner a partner to work with. Another option is to assign personal profile setup to a learner who does not have one. If time is limited, assign this section as self-study. Restart the video when needed.

SLIDE 31



NO DISCUSSION REQUIRED

This concludes the Virtual Customer Services Session Leader Guide for Mission Services. If you have any questions regarding the content of this document, please contact us at trainingsolutions@goodwillaz.org or ask your team / department leader.

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