

## 2. **Yak Yak Syndrome**

**Symptom:** Person does a great deal of talking to the customer, but with very few results achieved.

**Cure:** Talk less and listen more. You have two ears, but only one mouth—this should tell you something.

## 3. **Give Up “It Is”**

**Symptom:** Person is easily discouraged from trying to positively influence the customer’s buying decisions. Accepts the first “no” without exploring why the customer came to that decision.

**Cure:** Build more self-confidence through increasing your knowledge of the product or service you provide.

## 4. **Routine Foot Dragging**

**Symptom:** Person has no drive or enthusiasm and is just going through the motions.

**Cure:** Become interested in providing customer service and perform the job with enthusiasm or find something else you would be interested in doing for a living.

## 5. **Self-Doubt Syndrome**

**Symptoms:** Person is always questioning his or her ability to meet the requirements of the customer.

**Cure:** Develop better understanding of the needs of the customer and what you need to do to meet these requirements.

## 6. **Tuned Out**

**Symptoms:** The person does not pay attention to what is going on with the customer or what he or she has to say.

**Cure:** Try listening to the customer for a change. Focus your undivided attention on what the customer has been trying to tell you.

## 7. **Drab Routine**

**Symptom:** Person provides customer service that is unexciting, predictable, common, colorless, sleepy, flat, or, in a word, **BORING!**

**Cure:** Break out of drab routine. Try something new and exciting for a change. Provide the customer with service that will really get his or her attention.

# Excellence In Customer Service Brighter Paths to Better Communication

## Basic Tips

*A guide for staff, contractors,  
and volunteers of the Anne  
Arundel County Department of  
Detention Facilities*



Anne Arundel County  
Department of Detention  
Facilities  
Training Unit

## 10 Characteristics of Successful Customer Service

### Imagination

Be creative and develop new ways to present the product or service you provide to the customer.

### Self -Control

You must control your own emotions. You need to focus on the customer's feelings and values rather than your own.

### Self -Confidence

You must feel positive about yourself and about the product or service you provide.

### Enthusiasm

If you are not enthusiastic about the product or service you are providing, you can't expect the customer to be.

### Perseverance

To be successful, you can't give up easily. Sometimes being successful requires multiple efforts.

### Knowledge

You need to know the product or service you provide. If you don't know something that the customer asks about, admit it and then find out.

### Enjoying Work

Enjoying your work is the best bonus you can ever receive. Customers feel better about doing business with those who are positive about themselves and their role in the organization. The most successful people are often those who find ways to enjoy what they do for a living.

### Flexibility

This can involve not only adapting to change, but bouncing back from disappointments. Flexibility also involves meeting the needs of the customer.

### Ability To Laugh At Yourself

Successful people don't always take themselves so seriously that they can't have a good laugh at themselves once in a while.

### Striving to Be Your Best

"Best" is different for each person. Successful people measure themselves against their own standards and goals, not other people's.

## Customer Service Diseases

### 1. Status Quo Syndrome

**Symptoms:** Person is satisfied with the way things are presently done with little or no interest in improving the quality of service provided to the customer.

**Cure:** Set both short-and long-term goals for improved customer service.