

## YN Customer Service Standards

### Step Action Table

<b>PURPOSE of this Job Aid</b>	To assist each YN in providing exceptional customer service
<b>WHO should use this Job Aid</b>	Any Yeoman or Coast Guard member who needs a reminder on how to provide exceptional customer service
<b>WHEN to use this Job Aid</b>	When initially learning the task, or at any time when you want to ensure you are performing the task up to standards

Step	Action								
<b>1</b>	<p><b>Greeting the customer</b></p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: center;">DO</th> <th style="text-align: center;">DON'T</th> </tr> </thead> <tbody> <tr> <td>Initiate proper greeting</td> <td>Wait for the customer to speak first</td> </tr> <tr> <td>Inquire, "How can I help you?"</td> <td>Wait for the customer to explain their issue</td> </tr> <tr> <td>Speak clearly and pleasantly</td> <td>Mumble a canned response; be short or curt</td> </tr> </tbody> </table> <p style="text-align: center;"><b><u>SALUTATION:</u></b> Greet the customer as they walk in your office with proper military protocol and a clear and pleasant voice.</p>	DO	DON'T	Initiate proper greeting	Wait for the customer to speak first	Inquire, "How can I help you?"	Wait for the customer to explain their issue	Speak clearly and pleasantly	Mumble a canned response; be short or curt
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<p><b>3</b></p>	<p><b>Working towards a resolution (cont).</b></p> <table border="1" data-bbox="358 331 1409 701"> <thead> <tr> <th data-bbox="358 331 781 380">DO</th> <th data-bbox="781 331 1409 380">DON'T</th> </tr> </thead> <tbody> <tr> <td data-bbox="358 380 781 510"> <p>Keep customer's business as your primary focus</p> </td> <td data-bbox="781 380 1409 510"> <p>Chat with other people, look at your personal phone, or conduct chat on your computer</p> </td> </tr> <tr> <td data-bbox="358 510 781 701"> <p>Complete any missing information or explain extra steps needed to fix their problem</p> </td> <td data-bbox="781 510 1409 701"> <p>Simply inform the customer that you cannot help them. Making it their problem</p> </td> </tr> </tbody> </table> <p><b>MEANINGFUL:</b> Say something to make your interaction personal; use their name and rank, respond to their small talk. After providing the assistance the customer requested, ensure there is nothing more you can do for them and end the encounter by telling them to "Have a good day."</p> <p><b>PARAPHRASE:</b> Echo back their concern so you can ensure you understand what they need. Ask yourself if there is anything else that may be affected.</p> <p><b>LISTEN:</b> Allow the customer to fully explain their situation without interrupting them. Keep your focus on your customer; do not talk with others, look at your phone, use instant message, etc.</p>	DO	DON'T	<p>Keep customer's business as your primary focus</p>	<p>Chat with other people, look at your personal phone, or conduct chat on your computer</p>	<p>Complete any missing information or explain extra steps needed to fix their problem</p>	<p>Simply inform the customer that you cannot help them. Making it their problem</p>
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