



Takin' Care of Business It's All About Customer Service

**For the National Association of
Professional Background Screeners**

**By
Denise Ryan, MBA, CSP**



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How Good Are You?

(Are you staying at Graceland or Heartbreak Hotel?)

Use the following numbers to evaluate each question:

0 = Rarely

1 = Sometimes

2 = Often

3 = Almost Always

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

_____ **TOTAL**

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Barriers to Communication

Emotional States

- 1.
- 2.
- 3.
- 4.

Stereotyping/Filtering

Lack of focus, attention

Impatience

Others:



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Elvis Must Have Known

On the phone

_____ tone of voice

_____ words

In person

_____ tone of voice

_____ body language

_____ words



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Tips for E-Mail

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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Session Two

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It's Not What You Say, It's How You Say It

1.

2.

3.



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Actions Speak Louder Than Words

1.

2.

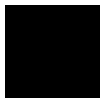
3.

4.

5.

6.

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Presentation Pointers



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Session Three

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What Customers Want

1. **friendliness**
2. **understanding**
3. **to be treated fairly**
4. **options**
5. **information**

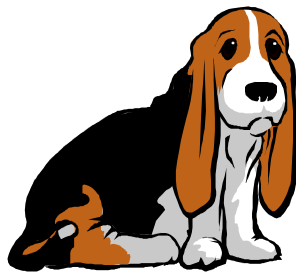


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You Ain't Nuthin' But A Hound Dog
(You ain't never caught a rabbit and you ain't no friend of mine!)
Dealing with Customer Problems

- 1. Let them howl.**
- 2. All dogs don't have fleas.**
- 3. Pats on the head are important.**
- 4. Do you know what those barks mean?**
- 5. Walking the dog (both of you win)**
- 6. Don't forget the scoop!**



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These Lyrics are Banned!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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Takin' Care of Business Like the King

- 1. Attitude is everything.**
- 2. Elvis' favorite radio station was WIIFM.**
- 3. Remember the percentages. (Lyrics vs. Looks)**
- 4. It's SHOWTIME! whenever and wherever the customer interacts with your company.**
- 5. Customers are inside and outside your organization (Memphis Mafia).**
- 6. Customer perception is reality.**
- 7. Why stay at Heartbreak Hotel when you can live in Graceland?**



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