

week::nine

Managing Clients & Coworkers

Customer Service

Definition:

- A customer defines good customer service as how she perceives that an organization has delighted her, by exceeding to meet her needs.

The Good and the Bad

- Good Customer Service Experiences:

- Bad Customer Service Experiences:

How to Talk with a Raging Client

- Stay calm
- Listen without interrupting
- Try to understand where the problem is
- Acknowledge "I understand you're upset..."
- Don't discuss until you have the paperwork in front of you
- Set a time to return their call — ASAP
- Explain what happened-be as transparent as you can

Other Hints

- The nicer you are, the harder it is for them to be mad at you
- Is there really a problem, or are they just having a bad day? Are they upset about a specific component of a project, not the project as a whole?

Working with Others

- From *Design is a Job*:
"If you're working towards the same goals, respect each other's talent, time, and opinions, and you can figure out how to communicate what you need from each other to attain those goals, you'll do well. It also helps to know when to shut up. Be very clear and direct about what you need and you have a better chance of getting it."
- The Rules:
 - Respect
 - Clear roles
 - The goals of the project come first
 - Don't drive someone else's route

Breakout Group Questions

Be ready to come back to the main group to discuss your answers.

- 01** Discuss within your group what good customer service means within the context of both **a)** being a freelance creative, and **b)** working as part of a team in a medium-size creative services company.

- 02** Good customer service does NOT mean that the customer is always right. Discuss some scenarios where **a)** it might be the right call to give the customer exactly what they want (despite your best judgement), and **b)** when might it be OK to push back or simply say No?

- 03** Even if you are “just” a designer as part of a larger company, what kinds of things can you do to show professionalism, both when projects/work is going well, and also when things are not going smoothly?

- 04** What did you learn about teamwork and collaboration while working as part of your business groups this term?