



Customer Service Communication Appropriateness:

The service representative develops, supports, and organizes communication for a specific customer audience, setting, and occasion; respect is demonstrated at all times through verbal and nonverbal behaviors.

EXCEPTIONAL (5)	DEVELOPING (3)	EMERGING (1)
<p style="text-align: center;"><u>The exceptional CSR communicator frequently:</u></p> <ul style="list-style-type: none"> A. <i>Greets</i> all customers in a polite or friendly manner, as appropriate. B. <i>Keeps</i> conversations “customer-focused” or appropriately related to business when customers are within hearing range. C. <i>Connects</i> products and service information to the needs of customers. D. <i>Uses</i> examples that are relevant and meaningful to most customers. Depending on the customers, a variety of different examples may be used. E. <i>Uses</i> familiar, appropriate, and tactful language. Expresses common courtesies such as “Please” and “thank you.” F. <i>Offers</i> solutions to problems that are mutually satisfying. G. <i>Chooses</i> supportive phrasing such as “we regret” vs. “we don’t” when unable to comply with customer requests. H. <i>Demonstrates</i> regard for customers through language, turn-taking, and nonverbal signals such as a relaxed posture, culturally appropriate eye contact, vocal tone, etc. I. <i>Communicates</i> with respect and courtesy toward <i>all</i> customers at <i>all</i> times. 	<p style="text-align: center;"><u>The developing CSR communicator frequently:</u></p> <ul style="list-style-type: none"> A. <i>Greets</i> most customers in a polite or friendly manner. B. <i>Keeps</i> conversations appropriate for customers when they are within hearing range. C. <i>Connects</i> certain product or service information to the needs of some customers. D. <i>Uses</i> examples that are relevant to some customers. E. <i>Uses</i> familiar language and expresses common courtesies (please and thank you). F. <i>Offers</i> solutions to problems that may or may not be mutually satisfying. G. <i>Chooses</i> phrasing that is not offensive when unable to comply with customer requests. H. <i>Demonstrates</i> regard for customers through polite language, turn-taking, culturally appropriate eye contact, vocal tone, etc. I. <i>Communicates</i> with respect and courtesy toward all customers. 	<p style="text-align: center;"><u>The emerging CSR communicator frequently:</u></p> <ul style="list-style-type: none"> A. <i>Greets</i> some customers with indifference or does not provide any greeting. B. <i>Keeps</i> conversations somewhat appropriate when customers are within hearing range. At times, inappropriate or personal conversations may be shared in front of the customer. C. <i>Connects</i> products or service information to customers only when customers inquire first. D. <i>Uses</i> examples that may not be relevant to many customers. E. <i>Uses</i> some slang or language familiar only to certain groups. Expressions of common courtesy are limited. F. <i>Offers</i> only limited solutions to problems. Solutions are usually not mutually satisfying. G. <i>Chooses</i> phrasing that may be interpreted as rude when unable to comply with customer requests. H. <i>Demonstrates</i> a limited regard or respect for customers. Vocal tone or other nonverbal behavior may be interpreted by customers as disrespectful. I. <i>Communicates</i> with respect and courtesy toward some customers.



Customer Service Communication *Responsiveness*:

Communication and customer needs are clarified through active listening and interaction.

EXCEPTIONAL (5)	DEVELOPING (3)	EMERGING (1)
<p style="text-align: center;"><u>The exceptional CSR communicator frequently:</u></p> <ul style="list-style-type: none"> A. Identifies additional needs of customers by asking questions and listening actively (summarizing, paraphrasing, asking questions, etc.). B. Encourages questions from the customer about products or services. C. Listens actively for new information rather than making assumptions. Asks questions, summarizes what was said, etc. D. Works with the customer to identify solutions to problems. The customer is encouraged to help brainstorm solutions. E. Summarizes what was agreed upon, what was said, and what action will be taken. Also indicates when action will be taken and by whom. F. Acknowledges customer's feelings by verbally noting them. Does not act defensive as though taking customer's feelings personally. G. Uses affirming communication behaviors (as culturally appropriate) such as facing the customer, nodding, leaning forward, etc. H. Builds rapport by adjusting communication style to more closely match the customer's (such as rate of speech, use of gestures, posture, etc.). 	<p style="text-align: center;"><u>The developing CSR communicator frequently:</u></p> <ul style="list-style-type: none"> A. Identifies additional needs of some customers by asking questions or noting what customers say they want. B. Encourages questions from the customer when necessary to clarify information about products or services. C. Listens quietly to the customer and may make attempts to clarify information by paraphrasing or summarizing what is heard. D. Works for the customer by trying to identify mutually beneficial solutions to problems. E. Summarizes what was agreed upon. F. Acknowledges customer's feelings and usually does not respond in a defensive way. G. Uses affirming communication behaviors such as looking at the customer while they are taking, etc., as appropriate. H. Builds an ongoing rapport with certain customers by adjusting communication style, as needed. 	<p style="text-align: center;"><u>The emerging CSR communicator frequently:</u></p> <ul style="list-style-type: none"> A. Identifies obvious needs when clearly stated by the customer. However, generally does not probe for additional information by asking questions. B. Discourages questions from customers through mannerisms, tone of voice, etc. C. Listens quietly to the customer but does not attempt to clarify what is heard by asking questions, paraphrasing, or summarizing, etc. D. Works in perceived opposition to the customer. May define possibilities by using "either / or" language. E. Summarizes own points but not what was agreed upon. F. Acknowledges customer's feelings by reacting to them. If the customer is upset, the reaction may be defensive. G. Uses affirming communication only with certain customers. H. Builds rapport with only certain customers. Uses some amount of distancing communication with other customers such as pulling back from the customer, stiffening the back, maintaining a rigid posture, etc.