**Customer Service - Activities**

**Chapter Six: Customer Service and Behavior**

**Work it Out**

Describing Your Behavior: As a quick way to determine your behavioral style preference complete the following survey, RIDE:

* See attached.

Monitoring Behavior: To practice matching behavior with styles, try this activity.

Select four or five friends or coworkers whom you see and interact with regularly. Write one of their names at the top of a sheet. Covertly (without their knowledge) observe these people for a week or so in various settings and make notes about their behavior under these categories:

* Writing pattern or style
* Body movements and other nonverbal gestures
* Interpersonal communication
  + (i.e. direct, indirect, specific or nonspecific questions, good or poor listener)
* Dress style
  + (i.e. flashy, conservative, formal, informal)
* Surrounding
  + (i.e. office decorations or organization, car, home)
* Personality
  + (i.e. activities and interactions preferred – solitary, group, active, passive)
* Behavioral style(s)
  + (i.e. primary, secondary, tertiary)

At the end of the week, decide which primary and/or secondary style(s) of behavior each person exhibits most often. Then ask these people to assist you in an experiment that will involve them completing the behavioral style survey (Work it Out 6.1).

After they have rated themselves, explain that you have been observing them for the past week.

Compare their ratings to the characteristics described in this chapter, and to your own assessment. Were you able to predict their primary or, at least, their secondary style?

Discovering Common Characteristics: Refer to Work It Out 6.1 (Describing Your Behavior).

Select four to eight friends or coworkers and ask them to rate themselves using Work It Out 6.1. Next, ask each person to answer the following questions:

1. What do I look for when I shop?
2. What is my main reason for shopping?
3. What do I do when I need to buy or replace something?
4. What is the most important thing to me when I am looking to replace something?

Once everyone has finished, gather in a group to compare and discuss answers. Focus on the fact that each person and each style is unique but that we all have common characteristics and needs. Discuss how this knowledge of common needs or drives can be used to provide customer service more effectively.

**Collaborative Learning Activities**

Observing and Analyzing Behavioral Styles.

With a partner or a team, go to a public place to observe three different people. Note the specific behaviors each person exhibits. After you have finished this part of the activity, take a guess at each person’s behavioral style preference based on behaviors you saw. Compare notes with your teammates and discuss similarities and differences among findings. Also, discuss how this information can be helpful in your workplace to deliver better customer service.

**Planning to Serve**

In order to ensure that you are prepared to provide premium service to your customers, take some time to think about typical customer situations in which your were personally involved or that you have witnessed. On the basis of your experiences, answer the following questions:

1. What types of behaviors does the average customer exhibit?
2. Based on what you learned about behavioral styles in general, and your preferred style, what service strategies could you use if you were involved with the behaviors identified in question 1.
3. In difficult or emotional service situations, what behaviors are often manifested?
4. What strategies might help you in dealing with such customer behaviors?