

CUSTOMER SERVICE BLUEPRINT

This Blueprint contains the subject matter content of this Skill Connect Assessment. This Blueprint does **NOT** contain the information one would need to fully prepare for a SkillsUSA Championships contest. Please refer to the *SkillsUSA Championships Technical Standards* CD-ROM for the current year or purchase and download the relevant "Contest Singles." Both are available through www.skillsusa.org > Shop > Educational Materials Catalog.

Standards and Competencies

Demonstrate Core Customer Service Skills

- Understand core customer service concepts
 - Define your customer (internal vs external)
 - Demonstrate ability to balance customer interest and company interest
 - Demonstrate sensitivity to diverse audiences
 - Understand how customer service impacts the customer and the company
 - Demonstrate flexibility and teamwork skills
 - Demonstrate effective use of time
- Understand the steps of the customer service process
 - Make a formal introduction and open lines of communication
 - Identify the reason for the contact
 - Utilize active listening techniques
 - Ask probing questions to provide focus
 - Confirm mutual understanding
 - Identify a plan of action with realistic expectations
 - Execute plan of action to completion and follow up with customer
- Demonstrate qualities of a customer service professional
 - Dress appropriately for your profession & demonstrate personal hygiene
 - Demonstrate basic respect skills for customers and coworkers
 - Display self-confidence and persuasiveness
 - Display honesty & integrity
 - Display reliability and dependability

Demonstrate effective communication skills

- Display effective person-to-person communication skills
 - Demonstrate a positive attitude that conveys a sincere desire to assist
 - Read and utilize appropriate non-verbal skills
 - Demonstrate the ability to speak to your audience with appropriate terminology
 - Demonstrate appropriate handoff skills (phone / email / face to face) if needed
- Display effective written communication
 - Display effective grammar usage
 - Display effective spelling skills
 - Display effective composition skills
 - Display effective paper correspondence skills
 - Display effective electronic correspondence skills
 - Effective chat-based customer service communication skills
 - Effective email customer service communication skills

Demonstrate workplace etiquette & professionalism

- Demonstrate the ability to take ownership of a situation
- Demonstrate the ability to interpret and follow procedure
- Accurately document customer interactions
- Demonstrate proper telephone etiquette
- Demonstrate proper workplace etiquette
- Demonstrate ability to receive and act on constructive criticism
- Understand the need for continuous learning and mentorship
- Demonstrate balance when working in stressful situations
 - Diffuse anger in customer interactions

Demonstrate Problem Solving Skills

- Identify root causes of customer problems
 - Ability to sort facts from emotion
- Utilize available resources to complete customer needs
 - Knowing when to escalate an issue
- Anticipate customer needs and recommend additional service
- Generate effective solutions

Execute effective time management skills

- Demonstrate ability to prioritize issues
- Ability to handle multiple customers and issues without sacrificing quality
- Ability to learn and use multiple technologies to increase customer satisfaction

Utilize service to promote sales and customer retention

- Demonstrate product knowledge
 - Ability to match the customer with the service or product
- Identify additional selling opportunities & promote value
- Describe value within services rendered
- Understand the customer's tolerance for up-selling
- Utilize customer incentives appropriately