JMU Training and Development Competencies

**Customer Service** - workshops are designed for individuals that would like to increase awareness and understanding of effective customer service practices.

1. **Knows and understands who their customers are**
   a. **Fundamental**
      i. Understands the difference between internal and external customers and their needs
      i. Identifies internal and external customers
   b. **Intermediate**
      i. Treats customers as individuals
      ii. Serves customers with undivided attention
   c. **Advanced**
      i. Shows sensitivity to customer diversity (including culture, background, gender, age...) to better serve unique customer needs
      ii. Understands customers well enough to anticipate customer needs and to meet customers where they are

2. **Understands customer needs**
   a. **Fundamental**
      i. Establishes and maintains effective contact with customers
      ii. Actively listens and asks questions to pinpoint customer expectations and key priorities
      iii. Measures customer satisfaction
   b. **Intermediate**
      i. Anticipates customers’ needs and takes personal responsibility for matching services to customers’ needs
      ii. Provides flexibility in service delivery as needed
   c. **Advanced**
      i. Suggests ways to improve processes to fulfill customer needs
      ii. Improves upon service delivery strategies to meet customer needs

3. **Meets customers needs in a timely manner**
   a. **Fundamental**
      i. Provides prompt and courteous service
      ii. Provides consistency in service delivery; services are delivered accurately and on time
   b. **Intermediate**
      i. Keeps customers updated on information of value to them and their needs
      ii. Proactively pursues approaches to improve service to customers
   c. **Advanced**
      i. Exceeds expectations by going beyond the customers’ expressed needs
      ii. Develops and facilitates the implementation of strategies to improve service delivery
4. Shows an ability to solve problems with customers
   a. Fundamental
      i. Actively seeks first-hand information from customers
      ii. Enables customers to clarify their needs
   b. Intermediate
      i. Identifies and prioritizes customers’ needs based on a thorough evaluation of all available information
      ii. Identifies obstacles to designing value-added solutions and finds creative ways to overcome them
   c. Advanced
      i. Identifies new products or services to meet future needs of customers
      ii. Designs solutions to address customers’ key priorities and adapts solutions, as needed, to changing customer requirements
      iii. Suggests different options where customer can seek further information or individuals who can better assist them

5. Elicits and incorporates feedback from customers in future behavior
   a. Fundamental
      i. Actively listens and asks questions to pinpoint customer expectations and needs
      ii. Avoids assumptions and makes sure they understand needs, expectations and issues
      iii. Uses customer feedback to meet customer needs
   b. Intermediate
      i. Solicits regular feedback from customers and adjusts services accordingly
      ii. Looks for internal and external trends that are likely to shape the wants and needs of customers in the future
   c. Advanced
      i. Considers the impact on customers when taking action, setting policies or carrying out one’s own job tasks
      ii. Seeks ways to continuously improve external and internal customer satisfaction with service quality

6. Approaches work with positive, sincere, and attentive attitude
   a. Fundamental
      i. Pursues work with energy, persistence, and a need for completion
      ii. Provides services in a respectful manner
   b. Intermediate
      i. Demonstrates attitude of “What can I do for the organization?” as opposed to “What can the organization do for me?”
      ii. Expresses pride in work done for the organization
   c. Advanced
      i. Looks upon difficult tasks as opportunities or challenges to overcome and reacts positively to problems or challenges when they arise
      ii. Creates an enthusiastic positive work environment and energizes others by example
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iii. Takes steps towards proactively dealing with issues before and after they occur

7. Knowledgeable about service being provided
   a. Fundamental
      i. Develops familiarity with and promotes team/unit/departmental services
      ii. Knows the requirements of their job in order to address issues when they arise
      iii. Not afraid to ask questions or say “I don’t know”
   b. Intermediate
      i. Develops familiarity with organizational services beyond team/unit/department and shares information with others
      ii. Stays up to date on team, unit, department and organizational services
      iii. Knows their limits in meeting customer needs.
   c. Advanced
      i. Knows when to say no to a customer or when to refer them elsewhere
      ii. Knows when and where to elicit help from others to meet customer needs
      iii. Follows up to ensure resolution when customer has been referred elsewhere