



## 8 Top Effective Communication Skills For Customer Service Reps

- ❖ Active listening: One of the top communication skills is having the ability to listen attentively when others are speaking. Customer Service Reps should not interrupt or talk over others when they are voicing their concerns. Or, fidgeting and looking all around when someone is speaking. This shows that you aren't listening or concerned about what the other person is saying. Give them your 100% attention and also ask questions, and reiterate the points that were said during the conversation.
- ❖ Body Language: Body language is also an important communication skill. Customer Service Professionals must be conscious of their facial expressions, eyes, gestures and so forth. You don't want to send out the wrong message or confuse the person who you are communicating with. For example, your face looks angry, but your tone of voice is exciting and happy. This is confusing. Your body language should betray how you are actually

feeling. Give firm handshakes, give eye contact when speaking, and avoid nervous gestures, such as shaking the legs and so forth.

- ❖ Emotional Intelligence: The ability to understand the other person that you're communicating with and being able to control your emotions and reactions. It is a communication skill learned over time. When you have good emotional intelligence you're able to recognize body language, words, behaviors etc. and how the emotions of a person are being affected and adjust your reaction. This is having the ability to be conscious of what you do so that it does not affect the emotional wellbeing of others and leave you feeling regretful. It is thinking before acting, and choosing the right response. So as a Rep you must be able to respond to each situation as it comes, and think on your feet. In addition, do not allow your 'feelings' to determine your actions and behaviour.
- ❖ Articulation of your tone of voice: As a great Customer Service Rep you should be able to speak to others in a way where people can understand what you're saying. Speaking poorly will be perceived by others as low self-confidence. You should not mumble your words, or use words that you cannot pronounce. Also, pay attention to your tone, it should be firm but not too loud or soft. Also, slow down your speech and be calm, so that you don't sound as if you're rushing to speak. Remember that when communicating your tone sets the mood and it determines whether people will listen to you or not.

Tip: Record yourself speaking and listen to it. Look to see if there are any discrepancies and improve on these errors. Speak slowly and calmly until you reach a level that you are satisfied with.

- ❖ **Clarity:** When communicating facts and information make sure that you have a clear concept of the information. Some people relay messages that they don't understand and so when communicating it, others are confused.

Be prepared by conducting in-depth research and organizing your ideas and thoughts in a precise and rational manner. Use ideas and language that is simple and clear so that your team can understand you properly. Good leadership is not about you but how others perceive your words. Avoid unnecessary words and words that are difficult to understand.

Have self-assurance in your knowledge and it will be reflected through your approach and body language. Remember it is your clarity that will help you to connect and communicate with your team effortlessly and successfully.

- ❖ **Empathy:** The ability to be compassionate and understand the view of other people. A person who is empathetic will think through every point, reverence the wishes of others and then come to a decision that will be favorable for everyone. Even if you disagree with others, try to understand their point of view. You don't want your customers feeling afraid to talk to you, you want them to be open with their ideas and thank them when they do. This skill will help you to build lasting relationships with your customers.

- ❖ **Respect:** Exceptional Customer Service Reps must know how to respect others and themselves. Treat others how you want to be treated. Many Reps lack this skill. They speak without thinking of the consequences. If you don't respect your team members, your customers, and their feelings, they won't want to be around you.

Respect people by listening to them attentively and communicating with them in a suitable manner. Make sure you sound honest and sincere in your efforts. Small actions such as maintaining eye contact and talking without distractions show your commitment to the dialogue. It makes the person feel valued and generally results in better and healthy relationships.

- ❖ Give feedback: As a Customer Service Professional, when solving problems you need this important communication skill. When you're dealing with an individual or group of customers that has a discrepancy, respond to their plea. You should be able to give positive feedback and receive feedback. It is good to hear from your customers what they think of you and your customer service skills. If you need improvement on areas, work on improving them. When people have concerns, make sure to respond through phone calls, emails, letters or whatever is necessary. Feedback lets us know when we are on the right path or not, it gives us the opportunity to fix issues. This is extremely important.