



# Recruit & Retain Customer Service Representatives

How can you find & keep the best reps to help your business grow?



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## Business Plan

- Mission and Vision Statement
- Product or Service Description
- Market Analysis
- Management Description
- Marketing Plan
- Opportunities and Challenges
- Cash Flow Statement and Revenue Projections

## Other Essentials

- Location Selection
- Business Operations
- Business Registration
- Business Finance
- Business Lending
- Business Funding (Grants)
- Human Resources
- Marketing & Sales
- Taxes



**Northern Trust**

**Rochelle Simpson**  
**VP, Global Talent Acquisition Northern Trust**  
<http://northerntrust.com/>

Strategic HR and recruiting professional with demonstrated experience in talent acquisition, employee relations, performance management, employee programs and HR systems. Talent acquisition partner and sourcing expert with primary focus on identifying talent to fill open positions. Effective in obtaining exceptional results from all recruitment methods. Consultative business partner to department managers on recruitment strategies, retention, employee relations and training and development.

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3



## Customer Service

- What it is –
  - It is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met.
    - Promptness
    - Politeness
    - Professionalism
    - Personalization
- What it isn't –
  - It isn't following policy and procedure to the letter or having a "so what" attitude.

Source: <http://study.com/academy/lesson/what-is-customer-service-definition-types-role-in-marketing.html>

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4

Customer service keeps your customers coming back for more!

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5

## Customer Service is crucial to these:

- 723 occupations on onetonline.org reference customer service

43-4051.00	<a href="#">Customer Service Representatives</a>	Bright Outlook	Green
43-5011.00	<a href="#">Cargo and Freight Agents</a>		
43-3011.00	<a href="#">Bill and Account Collectors</a>		
41-3031.02	<a href="#">Sales Agents, Financial Services</a>		
43-4151.00	<a href="#">Order Clerks</a>		
41-4011.00	<a href="#">Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</a>		
41-9031.00	<a href="#">Sales Engineers</a>		
43-4141.00	<a href="#">New Accounts Clerks</a>		
53-6031.00	<a href="#">Automotive and Watercraft Service Attendants</a>		
11-3071.03	<a href="#">Logistics Managers</a>		
41-2021.00	<a href="#">Counter and Rental Clerks</a>		
41-3099.01	<a href="#">Energy Brokers</a>		
41-9041.00	<a href="#">Telemarketers</a>		
49-2022.00	<a href="#">Telecommunications Equipment Installers and Repairers, Except Line Installers</a>		
13-1199.03	<a href="#">Customs Brokers</a>		
43-5032.00	<a href="#">Dispatchers, Except Police, Fire, and Ambulance</a>		
41-2031.00	<a href="#">Retail Salespersons</a>		
13-1199.06	<a href="#">Online Merchants</a>		
43-4171.00	<a href="#">Receptionists and Information Clerks</a>		
43-3071.00	<a href="#">Tellers</a>		

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6

## Customer Service Key Traits

- Communication
  - Active Listening
  - Speaking –
    - oral comprehension and expression
    - speech clarity
- Accuracy
- Attention to detail
- Problem solving
- Critical thinking
- Strong interpersonal skills
- Ability to manage stress/conflict
- Service minded
- Strong work ethic
- Informed
- Resourceful

Optimism is the faith that  
leads to achievement.  
Nothing can be done without  
hope and confidence.

Helen Keller

## How can you tell?

- Create scenarios:
  - What answers would be acceptable?
- Ask questions that will provide insight into their previous experiences.





## Questions to Ask During an Interview

- Why are you interested in this position?
- Define customer service.
- What are 2-3 qualities of a successful customer service employee? Why?
- What steps do you take when you don't know the answer to a customer's question?
- What are your strengths and weaknesses?
- Tell me about a time you went above and beyond to help a customer.
- Tell me about a time that you helped resolve a particularly difficult customer issue.
- Talk about a time when you were unable to help the customer with their problem – what was the issue and how did you handle the situation?
- How would your references describe you?
- What motivates you?
- What type of situations are you most confident handling?
- Why would you be a good fit for our company as a customer service rep? What can you offer?



## How to coach

- Try positive feedback.
  - What did they do right?
  - What can they change to become better?
  - How might they accomplish that?
- View competitor's customer service.
- Role play situations.
- Provide adequate training on strategies, products, and all options. Is the person empowered to make things right?





## Rewards

- Meeting Key Performance Indicators

- Daily
- Weekly
- Monthly
- Quarterly
- Semi-Annually
- Annually

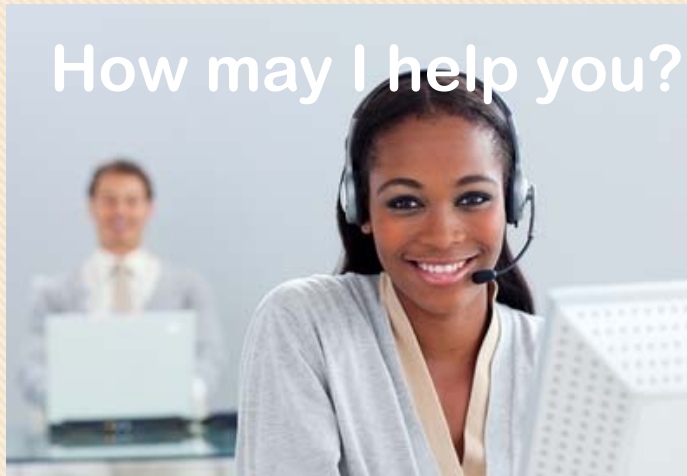
Try a simple  
thank you!!



Source: <http://nelson-motivation.stores.yahoo.net/ne15watoreem.html>



How may I help you?



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Questions