



Progress: 

Customer Experience Skills	
Introduction	✓
Overview	✓
The Value of CES	✓
Welcome the Customer Warmly	✓
Exercise: Non-Verbal Communication 1	➤
Exercise: Non-Verbal Communication 2	➤
Get the Information You Need	✓
Open and Closed Questions	➤
Exercise: Ask the Right Questions 1	➤
Exercise: Ask the Right Questions 2	➤
Check for Understanding	➤
Quiz	➤
Summary	✓
Course Evaluation	➤

## Customer Experience Skills

### Introduction



#### Course Description

The Customer Experience Skills (CES) course teaches ways to communicate and partner with the customer using the behaviors that comprise Apple's world class customer service. This benefits not only the customer but also the Technician whose job is made easier and more rewarding when a partnership is established.

CES is part 1 of two courses designed to help you provide an outstanding customer experience. Part 2, Managing Customer Interactions, should be taken after completing this course.

This course is part of the Apple Service Fundamentals curriculum and is used to prepare for the Apple Service Fundamentals Exam (SVC-16A).



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Quiz	▶
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## Customer Experience Skills

### Overview

#### Lesson Objectives

- After completing this course, you should be able to:
- Identify the positive body language, gestures and spoken language that lead to a successful customer experience.
  - Identify and validate appropriate open or closed question styles that gather and confirm information.
  - Identify and validate listening techniques that result in getting additional information from the customer.
  - Identify and validate reflection and summary skills so you and the customer come to agreement on the issue.

Audience	Prerequisites	Time Required	You will need...
 Service Technicians	 None	 50 minutes	 No additional resources

 Your course is organized by chapters and pages. Chapters are sections you see on the side navigation. Pages are now found within a chapter. You can navigate pages by clicking the grey radio buttons at the bottom of a window.

Customer Experience Skills ✕



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## Customer Experience Skills

### The Value of CES



World class customer service is not just a nice-to-have label, it is a powerful business tool. In the U.S. alone, businesses lose an estimated \$83 billion each year due to defections and abandoned purchases as a direct result of a poor customer experience. These customers are not coming back - and they are telling their friends about the poor service they got.

Great customer service depends on first-rate customer communication skills and begins the second the customer walks into your business or picks up the phone to call you. Your attitude, tone of voice, and body language, the questions you ask, the words you use and the way you present solutions should be impeccable.

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## Customer Experience Skills

### Welcome the Customer Warmly

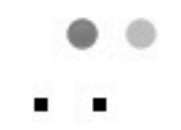
Welcome the customer to the store by using positive body language and words to offer a "Warm Welcome", i.e. a positive greeting.

Fully 80% of our understanding comes from the body language presented to us, so getting off to a good start begins with good non-verbal communication. The way you look, your expression, your energy and your poses influence the customer's perception of your competence and allows him to assess his own level of influence in a situation.

A welcoming gesture or facial expression makes the customer feel like he is in the right place, that he will form a partnership and get the help the needs.

What are some examples of positive an negative body language? Click below to find out!

▶ [Positive and Negative Body Language](#)





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## Customer Experience Skills

Get the Information You Need



In order to help customers it is important that you get all the necessary information about their issue:

- So we can match recommendations to customers' needs
- So we can correctly diagnose problems
- So we can empathize with customers' situations
- So we can educate customers if they're mistaken or unaware

Asking good questions helps you to discover and confirm needs and issues.

- Ask open questions to gather information
- Ask closed questions to check for understanding
- Summarize customer's answers by reflecting and agree on the issue to be resolved



Before you ask any kind of questions, you should ask permission to quiz the customer so you turn them into a partner rather than a target. This avoids an unwelcome interrogation. Asking for permission sounds like:

- Is it OK if I ask you a few questions so I can figure out what the issue is?
- I'll need more information so I'd like to ask some questions, is that OK? Do you have time to answer a few clarifying questions?



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## Customer Experience Skills

### Open and Closed Questions

What are some example of open and closed questions? Click below to find out.

#### Open and Closed Question Examples

Different question types have different purposes. Open questions ask the customer for more detail: who, what, why, and how? Closed questions usually result in a single word or yes/no answer. They can be used for confirmation.

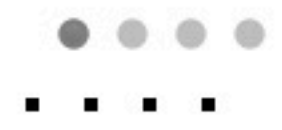
Open Questions	Closed Questions
Why is that important to you?	Did it work yesterday?
Describe the sound it made.	What IOS is running?
What kinds of things do you use your Mac for?	When did you last restart?
What did you do next?	Were you on the Internet at the time?

#### Examples of Using Open and Closed Questions Effectively

**Customer:** I'm nervous about switching to an iPhone but I really want one!  
**Good Open question:** What is is about the iPhone you like?  
**Poor Closed Question:** Who doesn't have an iPhone!?

**Customer:** My iPad won't power on  
**Good Open question:** What were you doing with your iPad when you last used it?  
**Poor Closed Question:** So the battery's dead - right?

**Customer:** After I restarted, it made a hissing noise and the light blinked  
**Good Closed question:** So the hiss came before the light, did I get that right?  
**Poor Open question:** How come you restarted?



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## Customer Experience Skills

### Check for Understanding

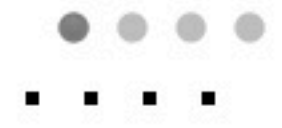
Sometimes listening is the most important part of communication.

If we don't check to make sure that what we heard is the same thing that was actually said, the results can be muddled and cost valuable time. You can check for understanding by reflecting what the customer said.

For example:

**Customer:** My iPhone keeps blinking and there's a buzzing sound.  
**Technician:** Sounds like you have two issues - the iPhone is both blinking and buzzing, is that right?  
**Customer:** I only want to repair it if it costs less than a hundred. One-fifty is too much.  
**Technician:** So one-fifty is beyond your budget- did I get that right??

**Customer:** My iPhone's ringtone is all messed up. It sounds like a duck quacking but I selected a barking dog.  
**Technician:** Let's make sure I've got this right - You want a barking ringtone not the quacking you hear. Is that a fair summary?





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## Customer Experience Skills

### Summary

Having completed this course, you should be able to:

- Identify the positive body language, gestures and spoken language that lead to a successful customer experience.
- Identify and validate appropriate open or closed question styles that gather and confirm information.
- Identify and validate listening techniques that result in getting additional information from the customer.
- Identify and validate reflection and summary skills so you and the customer come to agreement on the issue.

This concludes the Customer Experience Skills course.

For other courses in the Apple Service Fundamentals curriculum, see Apple Support article, [HT205332: AppleCare Service Certifications](#), or search for Apple Service Fundamentals in ATLAS.