



# The big book of



# customer service training games



*Quick, Fun Activities for Training  
Customer Service Reps, Salespeople,  
and Anyone Else Who Deals with Customers*

**Peggy Carlaw & Vasudha Kathleen Deming**

# Contents

---

	<b>Acknowledgments</b>	<b>ix</b>
	<b>Introduction</b>	<b>xi</b>
<b>Chapter 1.</b>	<b>It's Who You Are</b>	<b>I</b>
	<b>Games for Developing a Customer-Focused Attitude</b>	
	Customer Service Means . . . 3	
	<i>Participants work in groups to piece together several definitions of service.</i>	
	Mission Possible 7	
	<i>Participants work together to create a mission statement for their department.</i>	
	Assets and Opportunities 11	
	<i>Participants review skills that are essential to the customer service role, assess their own competence in each skill, and develop an action plan for improving their proficiency.</i>	
	Write Yourself a Letter 17	
	<i>Participants write themselves a letter from a fictional customer that highlights three aspects of their behavior or attitude that made a positive impression on the customer.</i>	
	The Best of Times and the Worst of Times 21	
	<i>Participants describe their best and worst experiences as customers and determine the key characteristics that make for good customer service.</i>	
<b>Chapter 2.</b>	<b>What You Say and How You Say It</b>	<b>23</b>
	<b>Verbal and Vocal Skills for Customer Service Success</b>	
	Jargon City 25	
	<i>Participants focus on identifying words and terms that qualify as jargon or slang.</i>	
	Stop, Quirk! 29	
	<i>Participants listen to audio recordings of themselves in order to identify language quirks that they unconsciously interject into their speech.</i>	

**Vocal Charades 33**

*Participants verbalize written statements using five vocal qualities to enhance the meaning of the text.*

**In the Studio 37**

*Participants record themselves and assess the tone, inflection, pitch, rate, and volume of their speech.*

**Let Me Tell You What I Can Do 41**

*Participants learn what to say and do when turning down customers' requests.*

**Chapter 3. Make the Connection 45**

**Training Games for Telephone Success**

**Getting Around 47**

*Participants learn what to say when they put a caller on hold or transfer a call.*

**Outbound Excellence 49**

*Participants review two scenarios and identify elements of both good and bad communication in the outbound service environment.*

**Oops Theater 55**

*Groups of participants take turns playing out telephone customer service vignettes while others determine what went wrong.*

**Tennis Shoe Alien 59**

*Participants learn to give clear instructions by verbally instructing an "alien" to put on a sock and tennis shoe—they aren't able to demonstrate.*

**Are You Alive? 63**

*Participants practice using transitions to avoid long, awkward periods of silence when talking to customers on the phone or in person.*

**Chapter 4. Here's Looking at You 67**

**Games for Excellence in the Face-to-Face Service Environment**

**Let Me Count the Ways 69**

*Participants work in groups to come up with as many differences between phone and face-to-face customer service as they can, then brainstorm ways to use these differences to their customers' advantage.*

**First Impressions 73**

*Participants examine their own biases and impressions based on the appearance of people in pictures, then discuss what impressions customers might have of them, based on their appearance.*

**You Look Marvelous! 75**

*Participants review pictures to determine the importance of posture and appearance in adding meaning to communication.*

**Face Off 79**

*Some participants demonstrate facial expressions while other participants guess which emotion is being demonstrated.*

**Five Pillars of Success 83**

*Participants identify five basic communication skills that are essential to success in face-to-face customer service.*

**Chapter 5. Make It a Great Day 87**  
**Games for Establishing Rapport with Every Customer**

**Hidden Rapport 89**

*Participants work together on a puzzle to uncover a variety of techniques for building rapport with customers.*

**I Feel for You 93**

*Participants work in pairs to rewrite dry, rote statements to show more empathy for customers.*

**Accentuate the Positive 99**

*Participants learn to let customers know how they will benefit from the way their requests and needs are handled.*

**And How's the Weather? 103**

*Participants learn to pick up clues from customers that can help them to build a strong rapport by studying pictures of "customers" and coming up with statements they might use to make pleasant, light conversation.*

**Now That's Rapport! 105**

*Participants read a case study of a customer service interaction and identify what the customer service representative did to build a strong rapport with the customer.*

**Chapter 6. Stop, Look, and Listen 109**

**Games for Focusing on the Customer's Needs**

**Amateur Architects 111**

*Participants learn to use questioning skills strategically to get the information they want.*

**Listen Up! 119**

*Participants assess their listening skills by completing self-assessment exercises.*

**Barriers to Listening 123**

*Participants work together to develop ways to overcome common barriers to listening.*

**Pass It Along 127**

*Participants learn the importance of confirming their understanding of callers' requests by playing the game "telephone" twice, the second time confirming their understanding.*

**Say What? 133**

*Participants listen to unclear customer requests and practice confirming their understanding.*

**Chapter 7. The Sky's the Limit 137**

**Creative Ways to Customize Your Service**

**If I Could Do Anything 139**

*Pairs compete in a mock contest to come up with ideas for promoting their products and delighting customers.*

**The Great Service Debate 143**

*Two teams debate each other to determine the best solution to a difficult customer situation.*

Service Spoken Here 147

*Participants brainstorm creative ideas for serving their customers.*

I Wanna Be Me 149

*Participants examine their own preferences for business interactions and compare them with preferences of their customers.*

Make It Personal 153

*Participants use the letters of their name to spark ideas for creatively serving their customers.*

**Chapter 8. When the Going Gets Tough 155**  
**Games for Dealing with Difficult Customers**

Bill of Rights 157

*Participants work together to create a Bill of Rights that outlines the special needs of upset and dissatisfied customers.*

Service Means Not Always Having to Say You're Sorry 169

*Participants learn when to apologize and when to simply acknowledge the customer's feelings.*

The Problem Tree 163

*Participants work together to identify and prioritize the challenges they face on the job.*

Down the Stairs 165

*Participants practice heading off challenges before they escalate.*

Stress Buster Cards 169

*Participants develop methods for handling stress on the job.*

**Chapter 9. Wait! That's Not All 171**  
**Techniques to Up-sell and Cross-sell for Ultimate Customer Satisfaction**

Is There Anything Else? 173

*Participants brainstorm creative ways to uncover additional needs and to avoid the trite phrase, "Is there anything else?"*

**It's Not Just a Fruit 175**

*Participants learn to cross-sell or substitute-sell by outlining the features and benefits of common "products" such as a banana.*

**Product Partners 179**

*Participants are assigned products to represent and mingle with one another to establish product "partnerships" that could be offered to customers.*

**And By the Way . . . 183**

*Participants work in groups to develop up-selling statements for different scenarios.*

**Would You Like Fries with Your Burger? 187**

*Participants work in groups to develop cross-selling statements for different scenarios.*

**Chapter 10. What About Us? 191**

**Games for Improving Service to Your Internal Customers**

**You're My Customer? 193**

*Participants identify their internal customers.*

**Bull by the Horns 197**

*Participants develop an action plan to improve internal customer service.*

**Delight Consultants 201**

*Participants work together to help one another come up with ideas to surprise, impress, and/or delight their internal customers.*

**Flash! 203**

*Participants compete to respond to flash cards of internal customer service "assets."*

**The Gift of Gab 205**

*Participants learn to leave effective and professional voice mail messages when conveying information to their co-workers.*