

Great service means great listening

It is no surprise that great service and great listening go hand in hand.

And yet, many of us, know we can still improve how we listen.

At Service Animals™ we like to remind people of the 6 steps to better service listening:



- 1. Invite feedback** – Not everyone is comfortable about giving feedback. If we really want to listen to what's going well (or less well), we need to invite customers to tell us. A simple 'how are things going so far'; or 'Tell me what we can do to improve our service' can lead to really rich interactions.



- 4. Don't interrupt** – As service providers, we often hear the same questions, feedback, and complaints over and over. No matter how well-intentioned, don't interrupt or jump to action.



- 2. Show intent to listen** – Ever been asked whether you're enjoying your meal whilst the server is walking away from you – yeah, us too. Demonstrate you're listening. Lean in, don't allow distractions and keep focussed on your customer.



- 5. Play back what you've heard** – That really builds trust and reassurance. For Dolphin and Peacock customers, play back how you heard they feel as well.



- 3. Listen to the what and the how** – Service Animals demonstrates that it is important to understand what types of things people talk about (for example, facts vs feelings) as well as how they are talking (fast, slow etc). Listen for as many clues as you can. This helps you understand them better and pace them.



- 6. Commit to act** – What are you going to do with this information or feedback? Let your customer know. The more customers think we value what they tell us, they more they'll tell us.

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But even with these 6 steps, we all have our blind spots, driven by our natural, instinctive traits. Depending upon your own primary Service Animals style, here are some other top tips:



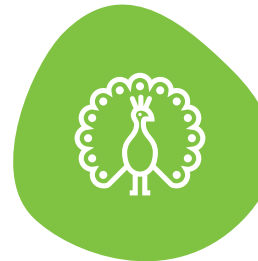
Listen better as a **Owl** by:
Allowing your human side to be seen by not focusing just on facts and tasks.



Listen better as a **Panther** by:
Showing patience and not interrupting. Don't let action trump empathy.



Listen better as a **Dolphin** by:
Using your natural empathy whilst ensuring you probe for the right solution.



Listen better as a **Peacock** by:
Allowing customers to give us the full picture so we don't jump to conclusions.