

Active Listening

One of the most sincere forms of respect is actually listening to what another has to say.
- Bryant H. McGill



Active listening is focusing attentively on what another is saying to completely understand their thoughts and respond appropriately.

How to become an active listener:

Offer your undivided attention.

- Listen to learn and understand what the customer has to say.

Show that you are listening.

- Provide gestures and use words like, uh-huh, I see, and I understand to show that you are engaged in the conversation.

Listen without judgement or jumping to conclusions.

- Let the customer express their thoughts and feelings.

Ask verifying/clarifying questions.

- Ask questions to be sure that you have a clear understand of what the customer is saying.

Use empathy (if appropriate)

- Put yourself in your customer's shoes by letting them know that you understand their situation.

Paraphrase

- Restate in your own words your understanding of what the customer said to insure clarity.

Respond

- Provide feedback to the customer based upon what they said.

Remember that communication is essential in developing a good customer relationship. It is the basis for building trust and greater customer satisfaction.