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### Job Security?

- “In Q3 of 2008 [in the U.S. alone] 1,330 extended mass layoff events resulted in 218,158 separations.”
- “In many industries, gaining a competitive edge and retaining customers will be increasingly important.”
- “As a result, employment of customer service representatives may grow at a faster rate in call centers than in other areas.”

(Bureau of Labor Statistics, U.S)

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By Resume Expert Author, **Carla Vaughan**

## Job Security in an Economic Downturn



**The global economy in which we live pauses for no one. You do not get to catch your breath. You do not get to contemplate decisions for several days. You surely do not get to assume that your job is safe.**

In an economic downturn, whether you think it directly affects you or not, you have to be proactive – protecting what you have and planning for the future.

If you think your job is at risk there are a number of things you can do right now. First, know yourself – what you *can* do, what you *like to do*, and

what your *accomplishments* show you have done. Second, make sure your resume and cover letter are in excellent shape. Third, understand the job market, especially for the industry in which you work. Fourth, cultivate your personal and professional network to make sure all of your relationships are primed just in case you need them.

Let's cover each of these individually.

**Know yourself.** This is an important step in making yourself valuable to others. Taking inventory of your skills and abilities allows you to have a better understanding of your worth to an employer. At the same time, jot down anything you have done you find enjoyable. You will almost always thrive in a job that allows you to express your passions. Finally, take note of your past achievements. When you are able to point to instances where you took initiative, have saved money,

[More on page 2](#)

## How to Write a Professional Resume

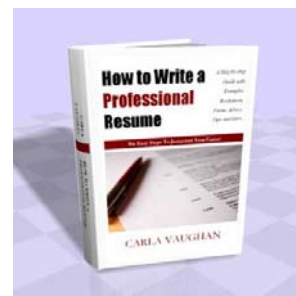
**Our guest writer of this month, Carla Vaughan, is a professional resume writer, with 20 years of experience in the personnel / human resource industry.**

She knows how to make a great first expression with a resume that stands out from the crowd.

**I know.** I've experienced firsthand the power of the resumes you can create with Carla's excellent advice.

I was applying for a position, and they said they were so impressed my resume (and I quote) "because it showed my unique qualities"(!)

Even better, then they offered me the position, and agreed to pay my asking price(!!) I had set the bar high, expecting negotiations. But none of that. Carla's advice helped me create a truly professional resume... It brought me more than half way.



If you're looking for a new job, a better job, you cannot afford to skip this...

<http://www.customerservicepoint.com/resume>



*"Give trust, and you'll  
get it double in return"*

KEES KAMIES

## Questions & Answers

**Struggling with customer service related questions? We'll try our best to deliver a helpful answer!**

*"My staff seems to be in a rut! They are seemingly not listening to our callers! What kinds of things can I do which will help improve Customer Service? I'm looking for quick wins that will motivate my staff in the long run. I'm having a hard time thinking outside the box."*

### Answer

Motivation is a strange thing. What motivates a human being to do one thing and not another?

Without having talked to your staff, I can't offer a definitive answer. So my first advice is to just **start talking with them**

one-on-one. I don't know how large your staff is of course, if it's huge, then make a selection of your *most* trusted and *least* trusted customer service reps. Ask for the *one thing they would change in the department*. I'm certain they'll mention a few "quick wins" for you! And don't discount the response on simple "being heard"!

In general, there are a few strong motivators. The first that comes to mind is **money**. But I promise you, within months they'll be used to increased pay, and even a bonus will become expected pay. Besides, in this day and age, I guess it would be hard to find a sponsor for that anyway.

Another big motivator is **recognition**. Start complimenting

those that are doing something good for the customer. Not an "Employee of the Month" program (lame!), but just straightforward, honest compliments do wonders.

Does your staff have enough freedom to decide by themselves how to resolve complaints? Being trusted and having **power of decision** is another strong motivator! There are probably limits to how much freedom you can give, but fight to give your reps as much freedom as you can possibly arrange. As my father-in-law always says: *"Give trust, and you'll get it double in return"*.

### Want to respond?

<http://www.customerservicepoint.com/ga-my-staff-is-in-a-rut-comment-form.html>

## Job Security in an Economic Downturn

(Continued from page 1)

improved the flow of work, and/or solved a major problem, your worth goes up significantly.

**Market yourself.** In order for an employer to recognize your value, you have to put your qualifications forth in a format that best reflects them. Use the resume to identify all of the important aspects of your background in a logical, concise way. Once your resume is complete, focus on your cover letter. In your cover letter, give the prospective employer enough information to want to meet you. Explain anything that your resume does not make clear and

state your interest in the position and the company.

**Know your industry.** The more you know about the industry/profession in which you work, the better prepared you will be. Find out which companies are best poised to survive an economic downturn. Being prepared is essential.

**Prime your network.** There is nothing more vital in an economic downturn than having contacts in a variety of industries. Stay in touch with everyone you know and offer your assistance whenever possible. Foster new relationships as well. If you find yourself in a position where you need a job, having a strong

network go to is very beneficial.

**Jobs come and go.** Honestly, entire *industries* come and go. Make yourself as valuable as possible to employers. If this means going back to school or learning new skills, then do so. The global economic crisis *may* not touch you, but it's hard to know for sure. You are best served by focusing on yourself, your marketable skills and your future. When it comes to being employed, there is no such thing as too much preparation.

### Visit Carla's Resume web site:

<http://www.professional-resume-example.com>

## Customer Surveys 101



### A Customer Service Point classis article!

Often, **customer surveys** are poorly executed. Which is too bad, because organizations that conduct surveys show that they understand the importance of asking the opinion of their customers.

Sometimes customers are asked to answer many delicate questions without a clear purpose for these questions. Or they are confronted with a question list longer than their arm, where you

have to have a PhD to even be able to understand the questions, let alone answer them!

When done right, surveys can be a great tool to enhance customer satisfaction. Make sure you plan your way through a survey, or your customers are at peril. Don't underestimate how annoying a bad survey can be.

<http://www.customerservicepoint.com/customer-surveys.html>



## Are You Trustworthy?

### 5 telltale signs customers are looking for, to determine if they can trust you or your company.

- **Recovery:** Problems are dealt with swiftly, with a favourable and positive outcome.
- **Connection:** A great number of customers like call the company on the phone, so they can talk to a live person.
- **Physical presence:** Your online presence is for a brick-and-mortar company they know and trust. In absence, they must find a real address where you reside.
- **Integrity:** They've done business with you before, and their trust was not shamed (this extends to friends and acquaintances).
- **Responsiveness:** Information requests are promptly answered by a real, live person.

## 25% Discount Call Center Summit '09

Get a **25 % discount on the fee to attend the 2009 Call Center Summit.**

The 4th annual [Call Center Summit](#) will be held on January 26th-29th, 2009, Orlando, FL (venue to be confirmed). 35 expert practitioner speakers will show you how to turn

your call center into a strategic business driver.

If you register and pay by November 21, 2008, you can get a \$600 early bird discount.

But you can attend for even less...



Customer Service Point has negotiated a **25% discount** with IQPC, for readers of the Customer Servings newsletter.

Just enter or mention the code

**IUS\_CSP\_001** and receive a 25% discount!

<http://www.iqpc.com/us/callcentersummit>

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*We make a point of good customer service.*

## Free Customer Service Ecards

### Send out free, customer service related ecards.

Ecards are the electronic equivalent of postcards.

You can use our free customer service ecards to send a message to:

- a customer, as a thank you for the patronage;
- a customer service rep, for doing an outstanding job;

- the boss, to get a little "white foot" when you want a raise ;-)
- Anyone who could benefit from a great customer service attitude;

Find the ecards tool at <http://www.customerservicepoint.com/customer-service-ecards.html>



## Customer Service Point Info

### Special Request

If you like Customer Servings, and know somebody that would benefit from the articles we write, why not send it to that person?

If you received this newsletter from someone you know, but aren't yet subscribed, we invite you to [subscribe to Customer Servings!](#) We won't share your e-mail address with anyone. Scout's honor!

### About Customer Servings

Customer Servings is the newsletter for Customer Service Point, your resource on improving customer service.

### Customer Servings is for you!

If you have any suggestions for subjects you would like to see in future issues, or have comments in general on Customer Servings or Customer Service Point, please

contact us.

We welcome your remarks!

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## WAHM Master Course Updated

**WAHM stands for 'Work At Home Mom'. If that is something you desire, then download the 'updated for 2008' version of the WAHM Master Course.**

There are a lot of women in our profession. And many of you have children to take care of. You are in constant motion as a mom... loving, nurturing, helping, guiding, playing, comforting, organizing, mediating, laughing,

managing, healing, giving. Family comes first and you are loving it!

If you want to work at home, WAHM-IT!, The Masters Course will show you how. Four Work-At-Home Moms (WAHMs), the course's authors, will introduce you to a work solution that "fits" naturally with your family needs and yet is rewarding, exciting and soul-satisfying for you.

The Course has been a free download in the [Member](#)

[Info Point](#) for a couple of years now. But now it's fully updated, and available in one download, instead of three.

**Please get the updated version now at the [Member Info Point](#).**

Web address of the Member Info Point:

<http://www.customerservicepoint.com/member-info-point.html>



**We're on the web!**  
Visit us at:  
[customerservicepoint.com](http://customerservicepoint.com)