

Customer Service Approaches	What Is It?	The PMO Perspective
Reflective Listening	Hearing and understanding, and then letting the other person know that he or she is being heard and understood	Ensuring that the task is fully understood by playing it back before starting work - avoid misunderstanding and rework.
Taking the Customer's Perspective	Putting yourself in your customer's shoes to try and understand what their pain points are, what makes them tick. Gain a deeper understanding.	Understand why this task or PMO services are needed by your customer; understanding their deadlines and dependencies.
Personalisation	Personalising communications with customers - making it feel like a one-to-one service - get to know people.	Working on relationship building and really getting to know your customer and them getting to know you. Build trust, become indispensable.
Using Positive Language	Maintain a positive attitude and use language to reflect that. Telling customers what you can do for them, rather than what you can't.	Think about the types of interaction the PMO has with customers, how do you talk with them? Help resolve problems? Deal with the difficult tasks?
Providing the WOW! Factor	Going above and beyond and exceeding expectations.	Dealing with impossible deadlines; random acts of kindness; turning things around quickly, making it easy for your customers to get the info they need.
Being Thorough	Go deeper with your information and anticipate follow on questions that customers may have. Be ready to get detailed in your answers.	Think about the tasks being performed, could you go further? Carry out additional analysis, provide different cuts of data, craft stories?
Setting Expectations	Telling customers exactly what they can expect - being transparent and not over-promising. Try to exceed expectations.	Let customers know when they can expect a task to be completed - right upfront before starting the task.
Following Up	The more you know your customer the more you can anticipate what they will need from you.	Follow up on any tasks with a "is there anything else the PMO can do for you?" Always close the loop.
Soliciting Feedback	Finding out what customers really think about the service they receive.	Using feedback for PMO metrics and insights on how your customer feel about the service you offer.
Anticipating Customer Needs	The more you know your customer the more you can anticipate what they will need from you.	Communicate with your customers often so you're aware of what services or support they are likely to need from you and the PMO.
Adapting to Customer Needs	Understanding how the customer needs are changing and using different approaches to meet those new needs.	Understanding how the business is changing and assessing from a PMO perspective how your services need to change, adapt or bringing on new services.
Making it Simple to Reach You	Different methods for customers to get in touch - including phone, website, social media, chat bots etc	Make sure your customers know how to get in touch - email, phone, where you sit, times available. Experimenting with automation and chatbots.
Using H.E.A.R.D	Dealing with difficult customers - Hear, Empathise, Apologise, Resolve, Diagnose - created by Disney	When things don't go right as a result of a task you perform, keep your customers on side, understand what happened and how to avoid it in the future.
Solve Problems	To be able to think on your feet, be creative, find different ways to resolve customer problems	Work with customers to solve novel problems, use the collective brains of the PMO to work quickly and efficiently.