Customer Service 201

Skills to help you deliver exceptional Customer Service
10 Golden Rules

1. Provide quick responses and solid answers
2. Listen well
3. Acknowledge that not all cases are equal
4. Learn how to apologize well
5. Appreciate your customers & show respect
6. Remember your customers
7. Say yes, whenever possible
8. Invite feedback & accept criticism
9. Revise tactics based on feedback
10. Value and empower your customer service employees.
Quick Responses and Solid Answers

• Customers don’t want to wait around for answers and your first response should be the answer they need.
Listen Well

Most customers aren’t looking for more than a listening ear. It’s just like in any relationship, the person on the other end of the line just wants to know that they were heard, understood and that the company can identify with their situation.

Even when outcomes don’t necessarily meet the initial expectation of the customer, showing empathy can create a satisfied customer and maintain positive impressions.
Acknowledge That All Cases are Not Equal

Sometimes the policies in place around your product or service don’t fit the situation. Your customers will appreciate when you acknowledge a special case and offer a fair solution. You don’t want to bend the rules for every little request, but in extenuating circumstances, customers appreciate when you empathize and reason like a person, not a corporation.
Learn How to Apologize

- Recognize when circumstances have turned for the worst, graciously accept the blame and admit you were wrong.
- Humility can calm anger faster than a refund. Don’t just give angry customers their money back and let them go away still angry.
- Admit you were wrong, accept the blame, and issue a great apology.
Appreciate Your Customers and Show Respect

Use friendly greetings, customer’s names, and by all means thank them for their business and loyalty. Use manners when speaking to Customers and make them feel like the highest priority.

“GOOD MANNERS WILL OPEN DOORS THAT THE BEST EDUCATION CANNOT.”

CLARENCE THOMAS
Remember Customers

- Customers readily provide you with information about themselves and ask questions often more than once. If they’ve called, submitted a request, or even done an exchange you should have a record of that.

- Whenever a customer contacts your company in the future, you should have general knowledge of the relationship they have had with you so far.

- Knowing their history helps you to provide excellent service and makes them feel cared for and satisfied throughout their experience.
Say Yes, Whenever Possible

If you can grant a request, do it.

You aren’t going to get requests every day all day that are outside of your normal operations so when it’s something that doesn’t require a lot of effort or time, do it.
Feedback from a reasonably critical voice can be the key to understanding exactly what you need change in order to provide excellent customer service.
Don’t just ask for feedback and stay stagnant. Use the information to your advantage, and let your supervisors and customers know you’re listening.
Customer Service is an amazing skill to have. Customer Services skills are used in every profession, so learning Customer Service skills now gives you an advantage after you graduate.