

TOP 10 TIPS for Customer Service That Wows!

10

Know thy customer

Take time to get to know your customers... what are they feeling when they call in? What are their expectations for service? What frustrates them? Working to see interactions through the customers eyes keeps your perspective in the right place and opens the door to better customer service.

9

Motivate your team

You have goals for your company, but does your team know what they are and are they inspired to help attain those goals? Set up an incentive program to encourage all team members to reach individual goals. Take time to recognize individuals successes in front of the team to encourage the whole team to reach for their goals and ultimately your goals.

8

Follow the Golden Rule

Spend some time thinking about how you like to be treated as a customer and as a person. Apply your feelings to how your customer service team treats your customers.

7

Under promise and over deliver

Promise a satisfactory solution then go above the solution to really wow the customer. You'll gain their appreciation and show you are a trustworthy company. Plus, their word of mouth from their experience will bring new customers in.

6

Keep them in the loop

Customers don't like to wait and wonder. It leaves them anxious and concerned. Keep them in the loop while on the phone with them or via email communication if their issue can't be fixed over the phone. Letting them know they aren't forgotten is a powerful customer service tool.

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Do more than hear... listen

Listening isn't just about hearing, it's about understanding the true message behind the words. Take the time to repeat what you heard to the customer to show you really are paying attention. "I hear you saying..." those are powerful words.

4

Please, thank you and you are welcome

Being polite is becoming a lost art. Say please when you ask a customer a question, thank them for their information and take your time when talking to them. Acknowledge their thanks with phrases such as, "You are welcome" and "My pleasure!"

3

Use their name

Did you know we are programmed to love hearing the sound of our own name? It's true. When you are talking to a customer, use their name in the conversation to show you see them as a person and not just a number.

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Employ resourcefulness

Find solutions when there appear to be none. Customer service representatives with great troubleshooting skills, know there is always a way to move beyond the standard procedures in order to make a customer happy and solve their problem.

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Train, train some more and train again

Empower your staff or yourself to succeed by providing the tools needed to 'wow'. Train anyone who interacts with customers well in the beginning. Offer and require attendance at ongoing trainings to continue to improve your ability to wow.