

How to Deliver Excellent Customer Service

The goal as a company is to have customer service that is not just the best, but legendary.
– Sam Walton (Founder & Chairman of Wal-Mart)

1

Greet the Customer immediately

- Make immediate eye contact with the customer.
- If you're busy, acknowledge the customer's presence with a nod or a smile
- If it's a telephone contact, answer the phone as soon as possible.
- Don't put anyone on hold until you first make contact, exchange greetings and let them know they're important to you.
- An immediate greeting only takes a second, but it puts the customer at ease and gets you started on the right foot.

6

Be the Customer's agent

- Make the customer's problem your problem.
- Know who is responsible for various duties within your organisation.
- Be willing to apologise to the customer if the situation calls for it - even if you're not the one who made the mistake.
- Think of your job as a matter of solving problems for the customer, not just performing a set of tasks.

2

Give the Customer your undivided attention

- Let the customer know that his or her individual situation is your first priority.
- Don't act disinterested or bored.
- Pay attention to the customer and show that you consider him or her special.
- Don't try to handle two customers at once.
- Keep your mind free to discuss key point, answer questions and add extra value to the service you give.

7

Think! Trust your instincts

- It's OK to think for yourself.
- If the answer isn't in the "manual", stop and think things over.
- Try to think beyond the limits of habit, tradition and standard procedure.
- Look for new ways to do things that will be beneficial to your customers.

3

Make the first 30 seconds count

- The first 30 seconds belong to the customer, not you.
- Don't force customers into the same mould, try to make each situation unique.
- Give each customer a chance to communicate his or her needs clearly in the first 30 seconds.

8

Bend the rules sometimes

- It's okay to bend the rules within reason.
- If you're in doubt, check with your boss about a new way to solve a customer's problem.
- Rules exist to make things work properly, but when the rules get in the way of serving the customers effectively it may be appropriate to question the rules.

4

Be natural, not phoney or mechanical

- Be a real person.
- Don't give the customer standard or routine answers to questions.
- Avoid the "have-a-nice-day-next" attitude.
- Don't fake friendliness or enthusiasm.

9

Make the last 30 seconds Count

- The last impression a customer leaves with is just as important as the first impression.
- Let the customer know you appreciate his or her business.
- Offer helpful information, say something pleasant.
- Make the customer aware that he or she has received good service.
- Make yourself and your organisation stand out in the customer's mind.

5

Be energetic and cordial

- Approach each contact with a customer as a new event.
- When answering the telephone keep in mind the customer can't see you and your voice is the only means of making a good impression.
- Pace yourself as you work so that you have as much energy at the end of the day as you did at the beginning.

10

Stay "up". Take good care of yourself

- You can take good care of your customer by taking good care of yourself.
- Everyone has a bad day now and then, but the key to your success is to keep those feelings in check.
- Pay attention to your feelings throughout the day and keep yourself in a positive frame of mind.
- When you're feeling good you transmit that energy and optimism to your co-workers as well as your customers.