

Customer Service Skills

Customer Service

- Customer Service the assistance and advice provided by a company to those people who buy or use its products or services.
- People with good customer service usually have these:
 - Patience.
 - Attentiveness, Ability to "Read" Customers.
 - Clear Communication Skills.
 - Knowledge of the Product.
 - Ability to Use "Positive Language"

Customer Service: Good vs. Bad

- The key to good customer service is building good relationships with your customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more.
- Bad customer service makes the customer dislike that store or business and hesitant to return to that store. Many people post comments and tell their friends about their bad customer service and tell them not to go there.
- There are 8 rules for good customer service.

Answer Your Phone

- The first rule of good customer service is that your business phone needs to be answered. Get call forwarding. Or an answering service. Hire staff if you need to. But make sure that someone is picking up the phone when someone calls your business. (Notice I say "someone." People who call want to talk to a live person, not a fake "recorded robot.") And then read How to Answer the Phone Properly to make sure that customers calling your business are thrilled with the way you answer the phone rather than put off.

Don't Make Promises Unless You Will Keep Them

- This may well be the most important of all of these eight rules for good customer service. Reliability is one of the keys to any good relationship, and good customer service is no exception. If you say to a customer, “Your new bedroom furniture will be delivered on Tuesday”, make sure it is delivered on Tuesday. Otherwise, don't say it. The same rule applies to client appointments, deadlines, etc.. Think before you give any promise - because nothing annoys customers more than a broken one.

Listen To Your Customers

- Is there anything more disappointing than telling someone what you want or what your problem is and then discovering that that person hasn't been paying attention and needs to have it explained again? Not from a customer's point of view. If you're truly interested in providing the best customer service, let your customer talk and show him that you are listening by making the appropriate responses, such as suggesting how to solve the problem.

Deal With Complaints

- No one likes hearing complaints, and many of us have developed a reflex shrug, saying, "You can't please all the people all the time". Maybe not, but if you give the complaint your attention, you may be able to please this one person this one time - and position your business to reap the benefits of good customer service. Properly dealt with, complaints can become opportunities.

Be helpful, Even If There's No Immediate Profit In It

- **EXAMPLE:** The other day I popped into a local watch shop because I had lost the small piece that clips the pieces of my watch band together. When I explained the problem, the proprietor said that he thought he might have one lying around. He found it, attached it to my watch band – and charged me nothing! Where do you think I'll go when I need a new watch band or even a new watch? And how many people do you think I've told this story to?

Train Your Staff

- Do it yourself or hire someone to train them. Talk to them about good customer service and what it is (and isn't) regularly. Most importantly, give every member of your staff enough information and power to make those small customer-pleasing decisions, so he never has to say, "I don't know, but so-and-so will be back at."

Take The Extra Step

- For instance, if someone walks into your store and asks you to help them find something, don't just say, "It's in Aisle 3." Lead the customer to the item and wait and see if he has questions about it, or further needs. Whatever the extra step may be, if you want to provide good customer service, take it. They may not say so to you, but people notice when people make an extra effort and will tell other people.

Throw In Something Extra

- Whether it's a coupon for a future discount, additional information on how to use the product, or a genuine smile, people love to get more than they thought they were getting. And don't think that a gesture has to be large to be effective. A cashier help an elder woman put her bags in her shopping cart. This is a small thing, but so appreciated.