

KEY POINTS



Customer Service

- A customer is the most important person in business - without him or her there would be no business
- A customer is the most important person – in person, in writing or the telephone
- A customer is not dependent on us – we are dependent on him or her
- A customer is not an interruption to our work; he or she is the purpose of it
- A customer is not someone with whom to argue or match wits: No one ever won an argument with a customer. Win an argument, lose a customer
- A customer is not a cold statistic – he or she is a flesh and blood human being with emotions and feelings, just like us.



What Customers Want

1. To be taken seriously	10. Knowledgeable help
2. Competent, efficient service	11. Friendliness
3. Anticipation of their needs	12. To be kept informed
4. Explanations in their terms	13. Follow-through
5. Basic courtesies	14. Honesty
6. To be informed of the options	15. Feedback
7. Not to be passed around	16. Professional service
8. To be listened to (and heard)	17. Empathy
9. Dedicated attention	18. Respect



The 5 "F"s of Customer Service



First Impressions

- Whether in person or on the phone, first impressions are critical.
- First impressions relate to you, your store/office or telephony system.
- Make sure that you and your premises look professional.



Friendly Welcome

- The way that customers are acknowledged and greeted has a massive impact on how they view the service they receive.
- Make eye contact, smile and say hello.
- Time it right: Don't pounce or leave it too late.



Find Out

- Finding out why the customer is visiting/telephoning is key.
- Asking the right questions and just as importantly, listening to the answers, underpins great service.
- Work on the customer's agenda, not yours, to deliver great service.
- Respect their views, likes and dislikes.



Fulfil Needs

- Being able to provide the customer with what they want sounds obvious, but it often doesn't happen.
- Customers want answers to their questions, advice and recommendations from a single point of contact. Your knowledge of products and services is vital.
- Avoid jargon...it will not impress the customer!



Fond Farewell

- A simple thank-you and goodbye seems like a small touch, but it can make the customer feel valued.
- Regardless of whether or not the customer has bought anything, leaving a positive impression is likely to encourage them to return in the future.