
The Mathis Group's Messenger

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Becoming A Customer Service Superstar



For the past several months, we have been talking about Customer Service. We've look at the "10 Commandments of Superior Customer Value" and how to have "Exceptional Internal Customer Service". Let's face it. Without customers, we don't have a business. In this final section of Customer Service, we will show you how to **WOW** your customers and keep them for the long-run.

First of all, let's look at some important things to remember about customers.

- They are your gateway to success.
- They are not a disturbance, but why you exist.
- They are helping you by using your products and services.
- They are right regardless of what you think.
- They are delicate, so handle them with care.

All customers have certain expectations when working with a business. They expect:

- Empathy and understanding about their needs
- Educated answers to their questions
- Attention to their details
- Perspective toward their point of view
- Respect
- Ethical and fair treatment toward their time and money

Keeping these facts in mind will help you to treat customers with the care and respect they deserve.

In many businesses today, there has been an increasing pressure to lower customer service. Some reasons why

customer service has the potential to fail are: priority being placed on cost cutting efforts, experienced workers leaving for jobs elsewhere, upper management losing touch with the customers, or there being little or no competition to keep the company hungry and focused on high customer service. If you lower your customer service standards, your customers **WILL** go somewhere else!

So, how do you become a customer service superstar? Here are a few easy suggestions that will make a huge impact on your customer service.

Make eye contact

Let the customer know that he or she is important. Don't let distractions disrupt your conversation. Smile and let the customer feel like there is no other place you would rather be than helping him or her at that exact moment.

Seek to be helpful

Ask questions to get a more thorough understanding of the customer's needs. Knowing all the information up front will allow you to better assist the customer. Answer every question asked and be as helpful as possible.

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Profit in business comes from repeat customers, customers that boast about your product or service, and that bring friends with them.

*W. Edwards Deming
American Consultant, Statistician and Educator
1900-1993*

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Respond to questions sincerely and honestly

Answer questions with as much information as possible. Don't oversell your product or service. If a certain item doesn't meet the needs of the customer, don't try to sell it. If you don't know the answer to a question, don't panic. It's perfectly acceptable to tell the customer that you don't know, but be sure to find out the answer as soon as possible.

Demonstrate excitement and kindness; never show impatience with customers

We've all had customers call or stop by at, let's just say, inopportune moments. You know the times that I'm talking about. Your desk is a mess, you've got a hundred phone and email messages that you need to respond to, and someone just told you the coffee maker is broken! It seems like that is always when a "delicate" customer needs your immediate attention. It is vitally important that you meet that customer's needs. No matter how much you would like to be doing something else, don't let the customer sense it. If you lose your patience with a customer just one time, you run the risk of losing that customer, and probably several of his or her friends, in the process. When you are excited about what you are selling, your customer will be too.



Listen to the customer without interrupting

Gain a full understanding of what the customer wants before you try to make a recommendation. Ask as many questions as necessary to fully grasp his or her needs. Educated recommendations will show complete knowledge. Giving the customer your full attention will show respect and a genuine desire to help.

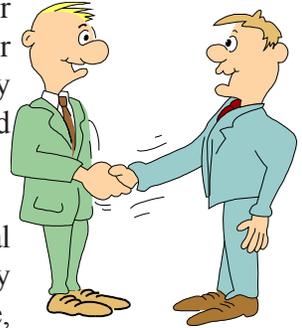
Be consultative when helping the customer

There are times when a customer doesn't exactly know what they want or need. In those cases, educate them by giving additional information. If, even after the

additional information has been given, the customer still can't decide, recommend which is the best value.

Thank them for giving you their business

Always thank the customer for their business. It's key that the customer knows you appreciate the business they just gave you. Feeling valued will lead them to come back again and again.



When the customer receives exceptional customer service, they will be very pleased. As we've discussed before, customers are quick to spread news about both good and bad service they receive. Make it your goal that they only have positive recommendations to pass along!



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- ☑ ***Delivering Customerhip***

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