

5 TIPS FOR GREAT CUSTOMER SERVICE

By AmazingVoice

http://www.amazingvoice.co.za/customer_service.html

1. It's All About Attitude!

The most important point to understand is that, no matter what the situation, a friendly, helpful, and generally positive attitude will go a long way to keeping the customer happy. Your attitude is conveyed not only in what you say, but also your tone of voice, your willingness to listen, and often, what you do not say. Even if you judge the customer to be a "difficult" one, having the patience to treat them with a courteous and friendly attitude can easily turn the situation around in your favour!

2. Know Your Products

You can win a customer's trust and confidence by conveying an in-depth knowledge of your company's products and services. Imagine you are the caller. You would expect the person on the other end of the phone to know the answer to your query. It causes frustration to be passed around from person to person, or even to have to be called back later with a resolution. So by doing your homework, and taking a genuine interest in the products on offer, you can make all the difference in a customer's day.

3. Know Your Customers

It really pays to customise your approach with each different customer. If you can modify the way you deal with a problem based on the customer's particular needs, you can make an extremely positive impression. For instance, if a customer seems to be placing an emphasis on a speedy resolution, by going out of your way to get their query resolved quickly, you are sure to score. Ask relevant questions, listening to their complaints, and you can get to the root of the customer's dissatisfaction.

4. Never Argue With a Customer

The customer isn't always right - but it does not help at all to convince them of this. In fact it can be quite damaging. So instead of focusing on what went wrong in a particular situation, concentrate on how to fix it. Research shows that 7 out of 10 customers will do business with you again if you resolve a complaint in their favour.

5. Always Provide What You Promise

Fail to do this and you'll lose credibility — and customers - which makes this a simple but vital point to remember. If you say you'll do something, do it! A key area in which to apply this one is with call-backs and emails. Handle these with a sense of urgency. Customers want immediate resolution. Research shows that 95 percent of dissatisfied customers will do business with a company again if their complaint is resolved on the spot. If you can't make good on your promise, apologise to the customer and offer some type of compensation.

That wraps up our summary of the five most important ways in which you can win repeat business for your company as a customer service agent. Having the skills to keep customers coming back is so vital in today's business environment, your career is sure to advance in leaps and bounds if you get it right. These skills can also be applied when dealing with people in any sphere, helping you to become a more successful person.