



Performance Management Resources

TIPS ON PROVIDING EXCELLENT CUSTOMER SERVICE

- ❖ Know who is boss. You are in business to service customer needs, and you can only do that if you know what it is your customers want. When you truly listen to your customers, they let you know what they want and how you can provide good service. Never forget that the customer pays our salary and makes your job possible.
- ❖ Be a good listener. Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel. Beware of making assumptions - thinking you intuitively know what the customer wants.
- ❖ Identify and anticipate needs. Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.
- ❖ Make customers feel important and appreciated. Treat them as individuals. Always use their name .
- ❖ Appreciate the power of "Yes". Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterwards. Look for ways to make doing business with you easy. Always do what you say you are going to do.
- ❖ Know how to apologize. When something goes wrong, apologize. It's easy and customers like it.
- ❖ Give more than expected. Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following:
 - What can you give customers that they cannot get elsewhere?
 - What can you do to follow-up and thank people?
 - What can you give a customer that is totally unexpected?
- ❖ Get regular feedback. Encourage and welcome suggestions about how you could improve.

❖ **Call your Employee Assistance Program**

❖ **912-692-0988**