

TOP NOTCH *Customer Service*

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Selling customer service is an opportunity.
Perception of great service attracts customers.
Happy customers mean referrals & repeat business.

COMPANY STRATEGIES

Make it easy to do business with you.
Offer high quality products & exceptional service.
Meaningfully differentiate yourself from the competition.
Train personnel. Be well staffed.
Have friendly receptionists on the front line.
Avoid computerized voice run around on phone.
Have measurable service standards.
Deliver on promises.
Be welcoming and attentive—always.
Empower salespeople to think & act creatively.
Provide what customers need. Provide fast response.
No high pressure. No nickel and dimeing.
Meet deadlines.
Ensure availability of advertised specials.
Ensure polite & sensitive collection practices.

WHEN THINGS GO WRONG...

Don't make excuses.
Apologize and act quickly.
Go the extra mile to offset negative feeling.
Fix service failures.

CUSTOMER STRATEGIES

Shop for service as much as price.
Listen to your friends.
Observe company's customer service
—not what they advertise it is.
Spread the word when you get good service.
Compliment those who provide good service.
Express criticism when appropriate.

CUSTOMERS RESPOND POSITIVELY TO...

Genuine care and concern.
Hustling to help and find answers.
Spontaneous and flexible behavior.

WAYS TO IMPROVE SERVICE

Unilateral commitment to quality customer service.
Finding what customers want and giving it to them.
Unilateral understanding of service strategies.
Constantly reevaluating & implementing positive change.
Letting customers know how salespeople can help them.
Empowering employees to ensure customer satisfaction.
Staying in touch with customers.
Putting customer needs ahead of company needs.
Making sure company policy satisfies customer needs.
Returning phone calls promptly.



The Last Word

Other Representative Topics:

Improving Interpersonal Communication; Understanding Intercultural Communication; Surefire Sales & Negotiating;
Leadership & Communication in the Workplace; Creating Winning Advertising & PR Campaigns;
Communicology: Communication for Healthcare Professionals; Red, White & Blue: The Spirit of America

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