

Customer Service

Customer service excellence, for any sized business, is one of the most effective ways to build and sustain a competitive advantage. This power tip runs through some basics of customer service.

Business
Power Tips



As a small business, there is a lot at stake with regards to customer service. Every disappointed customer is potentially a disaster, and every delighted customer has the potential to provide your business with the most important marketing you could ever receive.

knowledgeable enough about your products or service. Make sure you and your staff are able to speak about what you do with enthusiasm and confidence.

Some basic customer service tips are:

Make it easy

The buying experience should be as easy as possible. Remove unnecessary steps between your customer and making a purchase.

Make it personal

Build a connection with your customers by knowing them personally.

Be helpful

Sometimes you might not know the answers to customers questions but putting in the effort to try and help them won't go unnoticed.

Listen to your customers

Avoid future problems by listening to your customers as you go along.

Do your best to provide what you promised

If you fail to provide your product or service, you might lose our customers and credibility. No business is perfect, but how you handle the situation when you fall short makes all the difference.

Know your stuff

Customers may turn away if you're not

Don't argue with customers

While we all know that customers aren't always right, the goal is to provide good services and maintain customers loyalty, not to win the argument.



Watch the full video:
www.manyrivers.org.au

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Resolve complaints promptly

Repairs, call backs and emails need to be handled with a sense of urgency. You are more likely to get repeat business if you can provide a timely response to your customer questions.

Keep your customers updated

Whether its latest news or follow up actions to their complaints, update your customers on the latest happenings.

Once you learn how to deliver superior customer service, you'll have a competitive advantage that nobody is going to be able to take away from you. Your competitors may copy things that you do but they probably aren't going to take the time that you will to invest the passion and thoughtfulness that it takes to truly provide superior customer service.

Your Many Rivers business coach can help you set and maintain the customer service standards required for success, so get in touch with us and ask for help.