10 Best Practices in
Customer Service

Accelerating Excellence with Del Gilbert
Podcast Episode #93 - Resource Guide

"Treat every customer as if they pay your paycheck, because they do!"
-Jeffrey Gitomer

1. MAKE A GREAT 1ST IMPRESSION

The first thing people notice about you is your attitude, make sure it's friendly and positive.

2. RELATIONSHIP BEFORE TASK

Every business is a relationship business. Treat every customer as a VIP, not a number.

3. POSITION OTHERS FOR SUCCESS

Always speak well of your co-workers, other departments, and your organization. This gives the customer confidence and conveys you are all working together to serve them.

4. IT'S ALWAYS SHOWTIME

In the presence of customers, you are always 'onstage.' The microphone and spotlight are always on you. Professionalism counts. Appearance counts.

5. AVOID USING THE PHRASE 'NO PROBLEM'

Those two words - 'no problem', are both negative. They convey "you're not bothering me too much." Instead use language like "I'd be happy to." "It's my pleasure." "You are very welcome."

6. PRACTICE SERVICE RECOVERY

Try to win the dissatisfied customer over not win an argument. Use the H.E.A.R.T. model of Service Recovery. Avoid assigning blame.

7. CREATE PLANNED RESPONSES FOR RECURRING SITUATIONS

Anticipate situations that you will regularly encounter when serving customers. Together, as a team, put your minds together and come up with a positive, professional response for all staff to use.

8. SET CLEAR EXPECTATIONS

Set realistic expectations regarding availability, timelines, and wait times. Under-promise and over-deliver.

9. GO THE EXTRA MILE

"Your success will be in direct proportion to what you do after you have done what is expected of you." – Brian Tracy

10. LEAVE A LASTING IMPRESSIONS

Tie a nice bow around the whole customer interaction with a fond farewell. This could be a simple as: "We appreciate your business." "Thanks for coming in today." or "It was a pleasure serving you."