

llamatrax

by llamawerx

...an innovative solutions partner™

Who says the customer is always right?

Customer service. The bane of every industry, right? The customer is always complaining or wanting more for less. They don't know anything, so you put your least qualified people on as your customer support people, right? Throw them to the lions.

What if you took another approach? Could customer service generate new business prospects? Will the customer referral generated from one top notch service rep cinch the biggest deal in company history? Taking a positive attitude towards the customer and servicing their needs starts with a few basic principles.

Keep an open mind. Maybe Al Whiner is prone to calling when it's a user error, but there's always the possibility that he has a genuine problem. The customer service representative must be open to that possibility.

Really listen. Customer service representatives often deal with a few recurring problems. Sometimes, when a customer calls and starts describing the issue, the representative tunes out; having already decided what the issue is and what the resolution should be. Key points may be missed.

Don't assume. The old adage about assumptions continues to ring true. If the representative has followed through with an open mind and good listening ears, this one should come easy. Reiterate, in your own words, what the customer has told you. If there are gaps in your understanding, have the customer fill them in. Build your solution on facts not assumptions.

Be empathetic. If customers didn't call in with problems, you might not have a job. Put yourself in their place. They paid for a product or service and something's wrong. Remember how you felt the last time you had a product fail you? What were your expectations when you called for help? Was it a pleasant experience? Remember, you represent your company; apologize for the inconvenience and be helpful.

Follow up. Make sure the issue is resolved. If further action is needed, ensure it happens. Call the customer back to make sure they are satisfied. If they weren't before, a follow up will certainly work in your favor.

There are many other tips that could be mentioned; most of them involving common sense. Above all, remember to be courteous and professional. Be apologetic and don't hesitate to ask for clarification. Let the customer know you value their business and they'll come back for more. And don't forget, follow up to see how well you are doing.

Llamawerx is an agile technology services group using proven and cutting-edge techniques to solve real-world problems. From concept to final integration, the power to succeed.

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