

The 6 Definitive Laws of Customer Service Excellence

Today, just delivering customer service is not enough. It takes a lot more to win the heart, mind and loyalty of your customer. You have to work hard to build trust with your customer, you have to work harder to nurture the win-win relationship, and your entire focus needs to be on making your customers and clients feel so important and special that they would not want to go anywhere else; then, and only then, will they go beyond just wanting your product or service to recommending and introducing you to others as well. Customer satisfaction and retention is the key to keeping and growing your organization or business. Customer service is not a choice in today's highly competitive world, it is a necessity. It is a commitment to excellence every time you pick up that phone, try to sell your product or service, speak to the customer, or answer your customer's questions or concerns. Customer service is how you present yourself in both formal and informal settings.

Here are six things I believe are the "definitive laws" when it comes to putting on the customer service hat.

1. Be In Business For Your Customers

When I went in to business for the first time many years ago in the U.K. owning my first modest hairdressing salon, my father gave me some good advice, he told me these very simple but so true words: "Be in business for your customers", he said, "Look after

your customers and they will look after you". He was a small business owner in Manchester, and lived by these words himself. They proved true for him and for me. I believe these words ring true if your business is small or your company big. Service is service, no matter the size. Thanks for the wise words dad!

2. Exceed Your Customer's Expectations Every Time, Not Your Expectations

It is not how well you think you are doing that counts, it is how well your customer thinks you are doing!! Please remember that, and solicit, encourage and seek out feedback at every opportunity. And act on your customer's recommendations.

3. Show One Face

Treat every person as you would like to be treated, with the same respect and dignity. Do not pre-judge people because of their appearance or demeanor, and be on 100% at all times. Take a moment to pack away any baggage you might have from outside or even inside your work environment before you face the customer.

4. Build Good Relationships

It truly is all about relationships. That old saying: if people do not like, trust, or respect you, they will not do business with you, is so true. Today few people have a product or service that no one else has and this is a very competitive market place; building life long relationships with your customers is imperative and makes good business sense.

5. Be A Great Listener

We all like to talk, but being a good listener is sometimes another matter. Show empathy and compassion at all times, listen to your customer's point of view at all times, and most of all, do not interrupt them when they are talking or become defensive. Follow the 80/20 rule: talk 20% of the time and listen 80% of the time. Dale Carnegie said: "You will make more friends in two weeks by being interested in other people, than you will in two years by trying to get other people interested in you"

6. Respect and Appreciate your Customer

Always respect and appreciate your valued customers and clients. Keep in touch with them. You can never say thank you enough for their business. Let them know you care about them, and never underestimate the power of a smile, saying please and thank you, a sincere compliment, a hand written note. Never take your customer for granted and they will stay loyal to you.

" There is only one boss: the customer. And he can fire everybody in the company. From the chairman on down, simply by spending his money somewhere else"

Sam Walton, Founder Of Wal-Mart.

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