



## January 2013 Client Newsletter

Dear Judi,

Each of these three articles has 10 tips for providing excellent customer service - with very little overlap. Each provides an interesting perspective. Read and heed.

Judi

### The Ten Commandments of Customer Service

Customer Service is an integral part of our job and should not be seen as an extension of it. A company's most vital asset is its customers. Without them, we would not and could not exist in business. When you satisfy our customers, they not only help us grow by continuing to do business with you, but recommend you to friends and associates.

The practice of customer service should be as present on the show floor as it is in any other sales environment.

1. **Know who is boss.** You are in business to service customer needs, and you can only do that if you know what it is your customers want. When you truly listen to your customers, they let you know what they want and how you can provide good service. Never forget that the customer pays our salary and makes your job possible.
2. **Be a good listener.** Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel. Beware of making assumptions - thinking you intuitively know what the customer wants. Do you know what three things are most important to your customer? Effective listening and undivided attention are particularly important on the show floor where there is a great danger of preoccupation - looking around to see to whom else we could be selling to.
3. **Identify and anticipate needs.** Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.
4. **Make customers feel important and appreciated.** Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust. Think about ways to generate

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good feelings about doing business with you. Customers are very sensitive and know whether or not you really care about them. Thank them every time you get a chance. On the show floor be sure that your body language conveys sincerity. Your words and actions should be congruent.

5. **Help customers understand your systems.** Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry. Take time to explain how your systems work and how they simplify transactions. Be careful that your systems don't reduce the human element of your organization.

For complete article, [click here](#)

From Susan A. Friedmann

## The 10 Keys of Excellent Customer Service

Words alone are very powerful and they have a big influence what your employees and customers think. If you don't set both of these groups' expectations up front, your company will never be able to excel in customer service. Focus on these 10 keys:

1. **Belief:** What customers think is true. Unfortunately, it may not be supported by the facts. Understand that they will hold on to this truth and do not fight to change their mind. Apologize and then try to come up with a satisfactory solution.
2. **Complain:** What a customer does when they are unhappy. They complain to friends, on social media, and even sometimes to you. Your business reputation is only as good as your customer's last experience. Everyone that interacts with your customers should understand this.
3. **My Manager:** The person the customer is seemingly always getting passed to or who always gets blamed by the employee if something goes wrong. See empowerment.
4. **Empowerment:** Training employees to make decisions on their own to help a customer without talking to "the boss." This needs to happen 95% of the time. The boss should only handle exceptions.
5. **Feedback:** Giving the customer the opportunity to tell you what they think in many ways at different stages the transaction. Follow the Three Times Rule-if you hear something about your business three times, whether you like it or not, pay serious attention. It is probably true. Take action.
6. **Kick the Cat:** What employees do when they take their frustrations out on the customer. Find another way for employees to vent by encouraging easy feedback directly to management.
7. **Mistake:** The hardest thing for the company to admit. Once you admit it, the customer will be happier.
8. **Overpromise:** Making a commitment to a customer that the company is not economically able to keep. This is not a solid base for sustained excellent customer service.
9. **Peer Reviews or Earned Media:** Online references written by customers on the level of quality or service in your company. This is sometimes called *an open reputation system*.
10. **Pest:** A customer the company may need to fire to be more

profitable. Be quick to identify and replace them.

For complete article, [click here](#)

**By Alieron**

## **10 Tips for Providing Great Customer Service to Your Clients**

The way your customers feel towards you is important. The more you show you care about them, the more they'll likely want to continue working with you. With that in mind, providing good customer service to your clients should naturally be a major priority in your day-to-day schedule. This article lists tips and suggestions for ensuring that you're treating your clients well.

### **1. Respond to Clients as Soon as Possible**

Speed is everything, especially when a client is requesting something that's time-sensitive. Try to reply to your clients as soon as you can. Procrastinating on a response to a client's email, phone call or voicemail doesn't help anyone; you're going to have to reply eventually, so why not do it as soon as possible? Avoid that "mark as unread" button in your email client.

Even if you can't work on the task they're requesting you to accomplish right away, at least let them know you got their request and then supply them with a timeline of when you're able to get the task completed. If you can't find the time to perform the task, it will be considerate of you to let them know as soon as possible so that they can make alternative arrangements.

### **2. Keep Clients Updated**

Feeling like you're lost and that you don't know what's going on is one of the worst situations you can be in when you hire someone. Even if you don't have anything major to report, you can still let your employer know what you're working on and how things are progressing. Are you on track on milestones? Did you find something that might become an issue later on? Status updates give clients reinforcements that they're involved in the project.

If you're experiencing trouble with something, let them know right away. It shows that you're keeping them in the loop and that you have things under control. If it's something major, communicating your concern right away allows clients to plan for possible delays in the project's completion.

For complete article, [click here](#)

**By Raphael Caixeta**

## **Upcoming Events:**

Webinar - **The Three Methods of Developing Winning Concepts for the Experience Economy** - Feb 5th - noon CST. Click [here](#) for web location.

**Loyalty in Banking and Financial Services 2013 Conference** - Feb 5-9 New York. Click [here](#) for more details.

**MRA CEO Summit** - Feb 25- 26 in Miami. Click [here](#) for more information.

**Consumer Insights and Marketing Excellence** - Feb 26-27 in the Netherlands. Click [here](#) for details.

**CASRO Online Research Conference** - Mar 7-8 in San Francisco. Click [here](#) for more information.

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