



September 2014 Client Newsletter

Dear Judi,

Although I own a nationwide mystery shopping firm, I appreciate that there are many ways to measure customer service. Why choose just one? Indeed, service is SO critical to your company's success, why not use them all?

Judi

8 Ways to Measure Customer Service

1. Survey your most important customers, especially those who have had recent transactions and/or problems. This can be done by mail, phone, intercept and/or an anonymous box in your lobby. Why not try them all?
2. Mystery shop on a REGULAR basis. Although surveys can provide useful information that your customers remember, their scope is limited. Why not find out the reasons behind the answers by using customers - either real customers or playacting prospects? Mystery shoppers can also assess whether procedures, processes and expectations are being executed (e.g. - using charts, cross-sell techniques).
3. Conduct an online search - daily. Dissatisfied customers are likely to complain on websites or in forums such as the Better Business Bureau.
4. Use call monitoring to measure the kind of service being provided by phone.
5. Use website monitoring to assess how internet inquiries are being handled - and how quickly!
6. Get feedback from customers who have complained previously to see how thoroughly and efficiently their problem was solved and find out how they believe the company has improved - or not.
7. Leave a "suggestion box" in a conspicuous spot which invites ideas for improvement as well as complaints.
8. Focus groups Although these work best to evaluate a specific product or service being considered, they can provide some feedback about service perceptions.

In This Issue

[8 Ways to Measure Customer Service](#)

[Good Customer Service Skills](#)

[Upcoming Events](#)

Good Customer Service Skills

Good customer service skills are as essential during routine transactions as when you're handling a customer complaint since a business' ultimate goal is to keep its customers happy. Customer complaints can actually help a company as satisfying unhappy customers tends to make them more loyal to the business than customers who never have complaints. Skilled customer service

representatives are crucial to making these outcomes possible.

Active Listening

Listen attentively to your customer, making sure that you learn exactly what her problem is and how she wants you to resolve it. Be sure that, through your responses and body language, she knows you're paying attention and you're committed to resolving the issue. Repeat in your own words what you understand her concerns are to ensure that you've understood her fully and that you know exactly what she wants.

Communication

Always enunciate clearly and use proper grammar when speaking with customers. You'll make an impression of professionalism and competence in this manner. Communicating inarticulately with customers lowers their confidence in you. Be conscious of your tone of voice while speaking -- it can be easy to sound curt or dismissive when you don't mean to, particularly if you're under pressure. Stay aware of your facial expressions, especially when you're handling complaints. Demonstrating irritation will only further agitate a customer while showing that you empathize with your customer's concerns, by maintaining a calm, pleasant demeanor, is more likely to calm and reassure the customer.

Research

Whether you're in technical support or on the sales floor, you need to keep current on your company's offerings to be able to provide customers with reliable information. You also need to have the research skills to quickly fill any gaps in your knowledge when you don't have an immediate answer to a customer's question. Stay up to date with your company's product literature and take advantage of any product or service seminars that are offered. Familiarize yourself with your workplace's information technology, ensuring that you'll be able to field questions concerning inventory and when a particular item will be in your store without making your customer wait for an answer.

Self Control

The Bureau of Labor Statistics reports that employers seeking customer service workers look for a poised, professional demeanor in candidates and the ability to remain cool under pressure. You have to be able to remain detached from a customer's anger and remember that it's not you he's upset with. According to Roger Nunley of the Customer Care Institute, nine times out of 10, simply letting a customer vent will calm him down. Never get into an argument with a customer -- it's always a no-win situation. The customer will only get angrier and become more likely to take his future business somewhere else.

For complete article, [click here](#).

By Jim Orrill, eHow Contributor

Upcoming Events:

The Marketing Research Association, Quirk's and the Market Research Executive Board will host the **Corporate Researchers Conference** on Sept 17-19 in Chicago. For more information, [click here](#).

Strategy Institute will hold a conference, titled "**Customer Experience**

Strategies Summit" on Sept 24-25 in New York. For more information, [click here.](#)

IIR will hold its **North American Consumer Insights Event** on Sept 29 - Oct 1 in Toronto. For more information, [click here.](#)

AMA's 2014 Annual Conference: Sept 30 - Oct 2 in New Orleans. For complete information, [click here.](#)

The Council of American Survey Research Organizations will hold its annual conference on Sept 29 - Oct 2 in Denver. For more information, [click here.](#)

IIR's **The Market Research Event 2014** will be held Oct 20-22 in Boca Raton. For complete information, [click here.](#)

We love referrals....
please tell your friends and colleagues about the mystery shopping services of Customer Perspectives by clicking on the share link (Forward email) below
www.CustomerPerspectives.com

Follow our [blogs](#)



[Back to top](#)

[Forward email](#)



This email was sent to judi@customerperspectives.com by judi@customerperspectives.com | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

