

EXCELLENT CUSTOMER SERVICE CREATES GOOD BUSINESS AND A RELATIONSHIP WITH CUSTOMERS WHO ARE WILLING TO REFER YOUR BUSINESS TO FRIENDS, FAMILY, AND COLLEAGUES. PROVIDING THIS TYPE OF EXCELLENT CUSTOMER SERVICE STARTS WITH PROVIDING YOUR CUSTOMERS WITH AN HONEST PRICE AND SCOPE OF WORK TO MAKE SURE THE JOB IS DONE CORRECTLY. THINK BEYOND SELLING YOUR PRODUCTS OR SERVICES. YOU NEED TO CONSIDER THE CUMULATIVE EXPERIENCE YOUR CUSTOMERS HAVE, WHAT THEY THINK AND FEEL, AND WHAT YOU CAN DO TO MAKE IT BETTER.



GOOD SERVICE, GOOD BUSINESS!

By Elaine Gower

KNOW YOUR PRODUCT OR SERVICE

To provide good customer service, you need to know what you are selling. It's important to make sure your employees understand the way they should talk to, interact with, and otherwise assist customers. Provide employee training that gives your staff the tools they need to carry good service through the entire customer experience. This will lead to good business practices.

BE FRIENDLY

Customer service starts with a smile. When you are in a face-to-face situation, a warm greeting should be the first thing your customers see and hear when they ask for help. Even when handling customers over the telephone, a smile can come through in your voice, so make sure you are ready to be friendly.

SAY THANK YOU

Gratitude is memorable, and it can remind your customers why they chose your product or service and hired your company. Regardless of the type of business you have, say thank you to each client at the end of a transaction or service provided, it will go a long way. They will remember you and not the company/person who did not take the time or had the courtesy of thanking them.

LISTEN TO YOUR CUSTOMERS

Listening is one of the simplest secrets of good service and good business. It means hearing what your customers are saying out loud, as well as what they are communicating non-verbally. Watch for signs that they are displeased, while listening to what they say to you directly.

BE RESPONSIVE

There may be nothing worse than non-responsiveness to a customer who is trying to get help, resolve an issue, or find out more about what you're selling. It's important to respond quickly to all inquiries, even if it is only to say you are

looking into the issue and will be back in touch. Some response is always better than none so the customer doesn't feel ignored.

ASK FOR FEEDBACK AND USE WHAT YOU RECEIVE

You may be surprised what you learn about your customers and their needs when you ask them what they think of your business, products, and services. You can use customer surveys, feedback forms, and questionnaires. What did they like about your business, products or services? What didn't they like, and what can you do to improve your business, products or services? Take time to regularly review feedback, identify areas for improvement, and make specific changes in your business.

Excellent customer service often comes down to consistently checking in with your customers and making sure they are happy with the products and services you are selling and the process of purchasing, ordering or working with you. If you do that successfully, you are on your way to becoming known for providing excellent customer service, which will lead to good business practices.

Ask a client to write a short testimonial about your great service for your marketing materials or website. Most will be happy to do so if you gave them excellent service. Here is a sample.

*"I had a very good experience with John Doe and your company. I would be happy to tell others."
—Frank G"*

It's just good business!



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