

## TOP TEN Customer Service Mistakes

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1. **Untrained staff** -- staff not trained in the art of customer service impact customers. If the staff doesn't seem to care, how long will the customer?
2. **Trying to win the argument** -- *"That will teach them to argue with me"* could be restated as *"Let's plan for a going out of business sale!"* Winning an argument but losing a steady customer punishes your business.
3. **Inaccessibility** -- Continue to not provide the person that a customer needs to speak with and soon you won't have customers that need to speak with anyone.
4. **Standing by your policy** -- *"If I do that for you I'll have to do it for everyone"* is one of the fastest ways to lose customers.
5. **Unfulfilled promises** -- Made worse when there isn't an apology and extra effort to make the customer happy.
6. **Poor record keeping** -- Keep referring to Mr. Thompson from Taylor Avenue as Mr. Taylor from Thompson Avenue and see what happens.
7. **The runaround** -- Customers shouldn't be passed around from person to person like a newborn at its first family holiday.
8. **E-mail, online, or snail-mail cop outs** -- *"To whom it may concern,"* might as well be *"To ye of little meaning."* Failure to personally respond to a customer inquiry in a timely fashion is not great customer service.
9. **Failure to listen** -- Hearing and listening are two different activities. Reading text messages or checking ones Facebook page while interacting with customers should be a no-no. Customers who aren't listened to will likely go elsewhere.
10. **Forgetting the basics** -- Remember kindergarten? *"Please," "Thank-you," "Excuse me,"* and *"I'm sorry"* matter a lot.

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## HOW TO *Deliver Great Customer Service* – TOP 10 TIPS

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1. **Great customer service begins with you!** Lead by example.
2. **A culture of customer service must be codified:**
  - a. Tied to core values
  - b. Trained and reviewed with employee from on-boarding through evaluations
  - c. Emphasize exemplary employee engagement with customers
3. **Employees are customers too.** Treat employees as you would treat the customer.
4. **Emphasize the long term.** Focus on customers not just sales.
5. **Build trust.** Sometimes you have to give to get.
6. **Listen.** Listen and learn the customer’s needs and wants.
7. **Sometimes it’s the little things that matter.** Small gestures can win people over.
8. **If you can’t help a customer, point to someone that can.** Be honest and helpful.
9. **Show your appreciation.** Follow-up calls, loyalty programs, notes, birthday, anniversary or holiday cards go a long way.
10. **Treat your best customers better.** Extra time and energy, added communication, appreciation events, special offers, etc.

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## CUSTOMER SERVICE *Improvement Action Planning*

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Area to focus on:

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Action steps to impact “Wow!” factor:

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3. \_\_\_\_\_
4. \_\_\_\_\_