

# Delivering Excellent Customer Service



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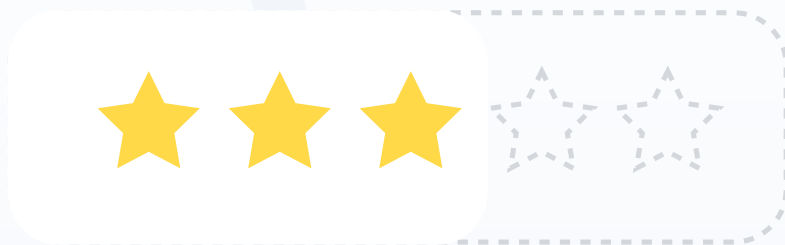
Our resource [Why your business should care about customer service](#) goes through why great customer service is crucial to stay relevant in today's competitive market. Now, let's take a look at some tips on how to go above and beyond with your customer service.



CHAPTER

# 01

## PROPERLY MANAGE CUSTOMER EXPECTATIONS



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# 01

It's easier to exceed expectations a customer with fast and efficient help when they are expecting less than excellent customer service, than it is to wow them when they're expecting phenomenal support. Consider the two scenarios below:

## SCENARIO A

A customer expects to get an answer to their question immediately but instead, waits on hold for several minutes before even reaching an agent.

## SCENARIO B

A customer expects to wait a few minutes before reaching an agent and gets through immediately.

This is not to say you should advertise slow service just to exceed customer expectations - it's all about managing them properly so that you're not making claims about your service or speed that you can't fulfill.

The best practice in effectively managing customer expectations is to have the following processes outlined and distributed to your team so they can provide quality, consistent service:



**SLAs (Service Level Agreements).** SLAs help ensure customers understand what to expect from your brand and agents to understand what's expected of them. If you say on your website that customers can expect a response within 24 hours of reaching out, SLAs should be set within your support workflow to ensure that is achieved.



**De-escalation tactics.** If a customer service issue arises that may require de-escalation tactics, have clear protocols in place so your agents know exactly what to do to help you salvage the customer relationship.



CHAPTER

# 02

## MAKE A SOLID FIRST IMPRESSION



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# 02

You only get one shot at making a good first impression. It's not impossible to turn a bad first impression of your brand around but it's far more difficult to do than wowing your customers at first touch.

Your customer service agents are the first contact your customer has with your brand when they need help or have questions so it's important that your agents have [certain qualities](#) that will help your brand make a stellar first impression



**Persistence:** They explore all avenues to help resolve the customer's problem.



**Patience:** They are calm, cool, and collected when interacting with frustrated or irate customers.



**Empathy:** They are able to put themselves in the customer's shoes to understand their frustration.



**Friendliness:** They're pleasant and easy to talk to on the phone.

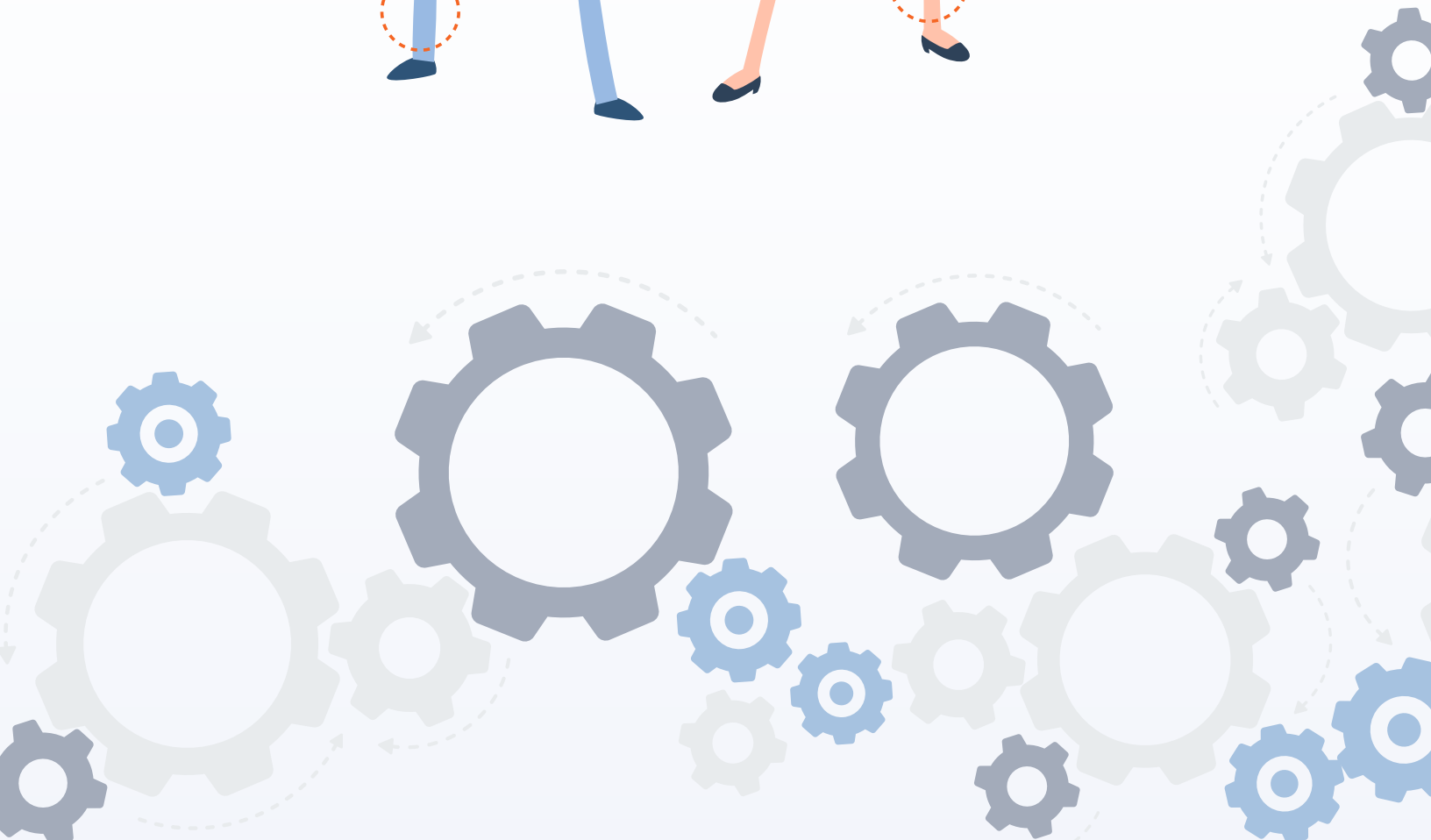
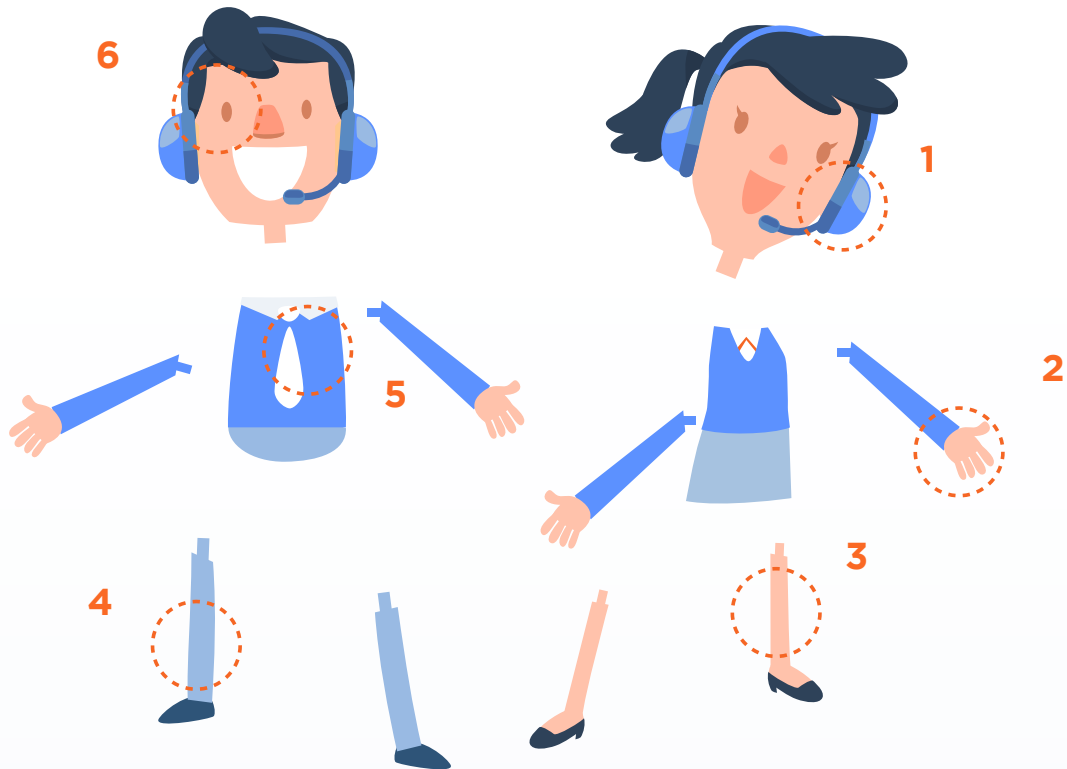


**Communication:** They can clearly convey the information the customer is asking for.



**Efficiency:** They know how to work quickly to resolve the issue without compromising the quality of service.

Agents who have these qualities will help give your customers a solid first impression of your company, set your brand apart from your competition, and turn a disgruntled customer into a loyal advocate.





CHAPTER

# 03


## HEAR WHAT YOUR CUSTOMERS ARE SAYING



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# 03

You want to make sure your agents are not just listening but truly hearing what the customers are saying, empathizing with their needs, and responding accordingly. We like to use the handy acronym HEAR to help us remember to:



**H**ear what the customer is saying and how they are saying it: [active listening](#).

**E**mpathize with the customer's situation: put yourself in their shoes.

**A**nalyze what your customer needs: identifying what the customer is not saying or struggling to say so you can properly assist them.

**R**espond to your customer: letting customers know you understand what they're saying and have a solution for their problem.

# 04

## TURN UNPLEASANT EXPERIENCES INTO GOOD ONES



# TURN UNPLEASANT EXPERIENCES INTO GOOD ONES

04

No matter your business, complaints are unavoidable. You can't control that, but you can control how you deal with them.

With two simple customer service tactics, you can turn unpleasant customer experiences into good ones.

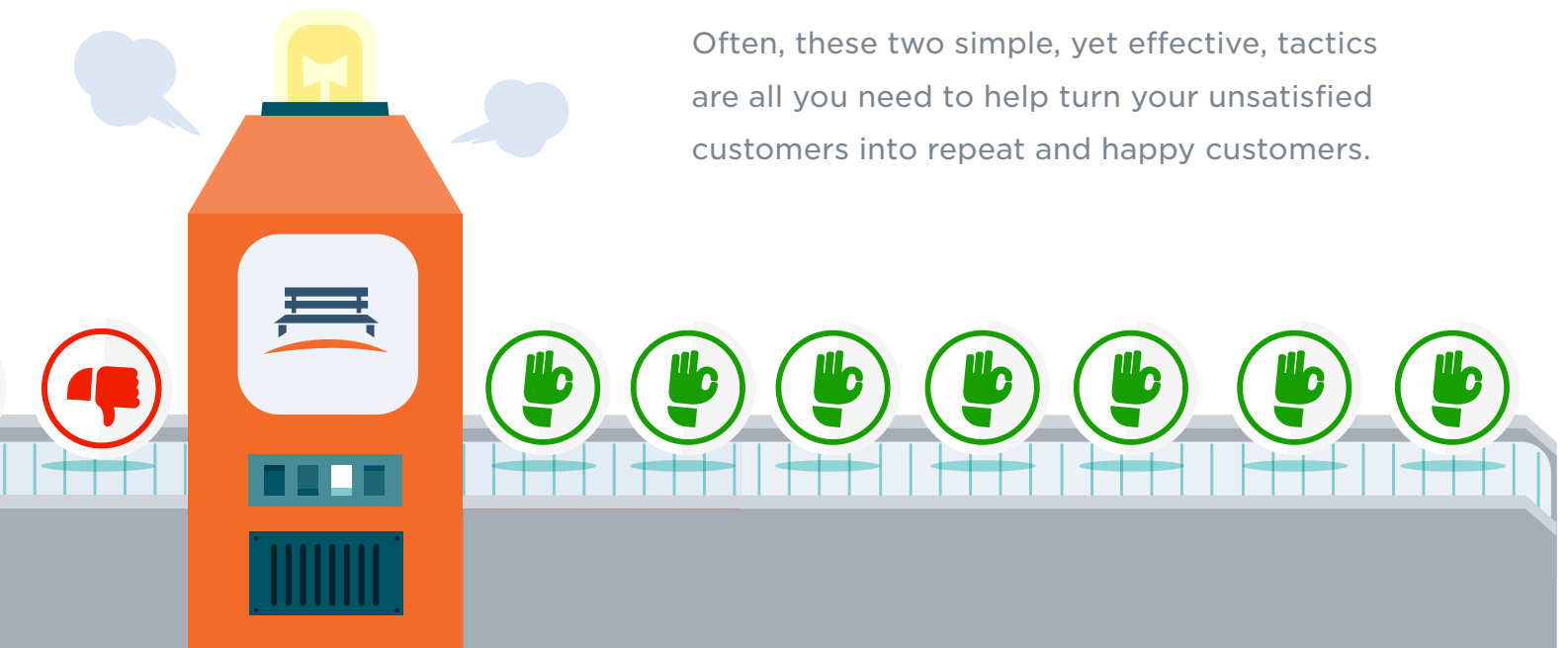


**Listen to their complaints.** Sometimes, simply listening to a customer's complaint or concern, making sure they feel heard, and offering an apology goes a long way.



**Try to resolve their issue.** After making sure their voice is heard, do whatever you can to resolve the issue. If the situation warrants it, you may even want to offer a discount or coupon.

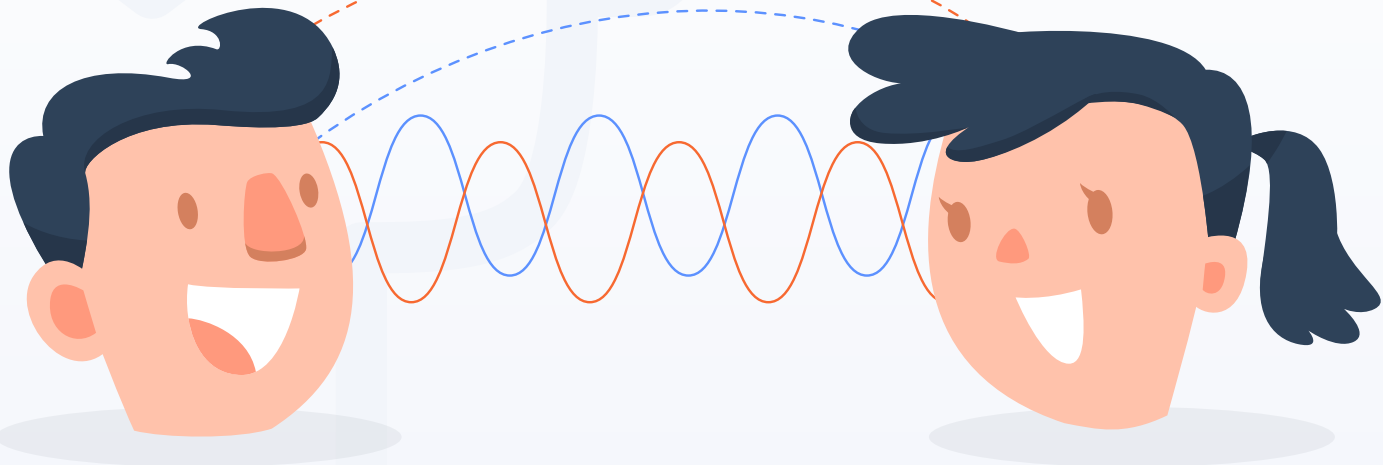
Often, these two simple, yet effective, tactics are all you need to help turn your unsatisfied customers into repeat and happy customers.



CHAPTER

# 05

BE TACTFUL

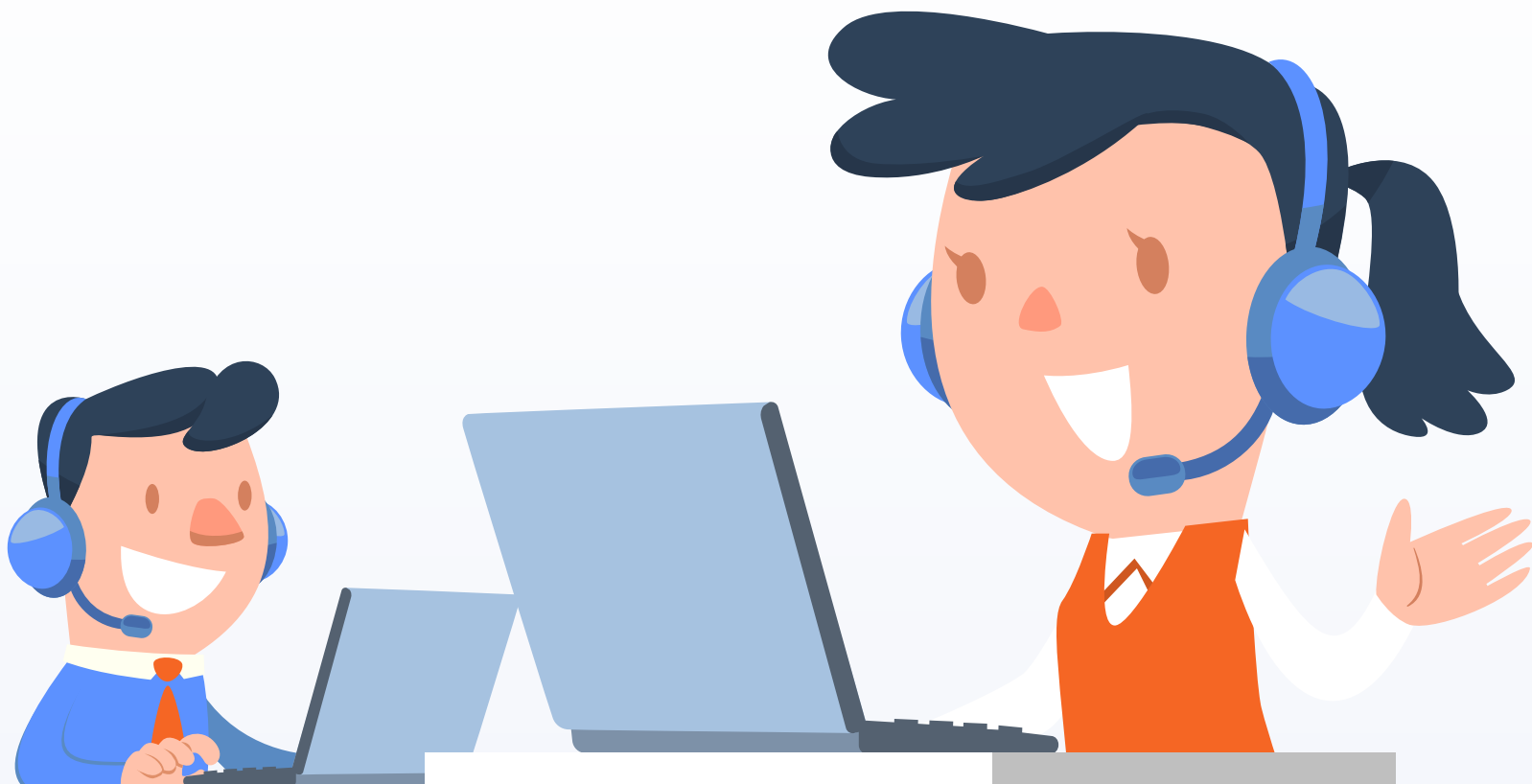


## 05

## BE TACTFUL

Customers contact you because they need help with your product or service, and no one knows more about the topic than your customer service agents. They know the subject matter inside and out, and it's up to them to use that expertise to help your customers find the best solution.

There may be situations where the customer has made an error or they insist they know what has happened. It boils down to your customer service team effectively using good customer relation skills, such as the qualities listed for making a good impression, to handle the customer and clearly convey the necessary information as tactfully as they can.



# TIME TO PROVIDE EXCELLENT CUSTOMER SERVICE

Implementing these customer service tactics will help you set your company apart from the pack, gain loyal customers, and grow your business.





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