

Good Customer Service

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Good customer service is required for every customer every time. Customer service is the assistance and advice provided buyers or users of your products or services. It is a critical component of a successful business. Why is it important to have happy and satisfied customers? Satisfied customers become repeat customers. Repeat customers can save a business 6 to 7 times the cost of acquiring a new customer. In today's virtual world, a negative review can go viral and severely damage or even drive a company out of business. A bad reputation is easy to get and almost impossible to repair.

Customer service, as well as web site interface, are the front-line doorway to your business for customers. The same amount of time, energy and resources spent on your online presence must also be spent on good customer service.

What are customers looking for in good customer service?

- Knowledgeable staff
 - The staff must be familiar with the products offered. Strong product knowledge promotes confidence, saving customer and staff time.
- Efficient time management
 - Customer service must be efficient to always be respectful of customers' time.
 - Be prepared for appointments before they happen.
- Thorough follow-ups
 - Contact customers in a timely manner.
 - Thoroughly follow up with customer issues and questions.
- Professional atmosphere
 - In today's business, professionalism looks different. No longer are customers looking for blue suits and ties. Business casual is today's professional look.

- Customer want to know you take the products and services you are selling seriously. They want to know that you care about your business.
- They want to know that you are a professional addressing matters and issues in a professional and timely manner.
- Friendly personnel
 - Customers do not want to go to a business or call an office where the staff is stressed or grumpy.
 - Staff should be treated well and should enjoy their work. This happy atmosphere will be immediately apparent to customers. Staff morale is a vital key to great customer service.
 - Customers must feel that your staff cares. Make it a habit to know your customers and their names. Customers feel appreciated and welcomed when they are called by their name and welcomed with a smile.

Interacting with customers in today's world takes many forms:

- In person
- The telephone
- Email
- Video conferencing
- Telephone conferences
- Texting
- Chat services
- Social media and many other forms of communication.

Each interaction may entail different nuances. A friendly personal demeanor may come across in person or on the telephone but those nuances will be missed in the virtual world. Body language is as important in face-to-face interactions as the words spoken. In an email this is nonexistent. When communicating with customers in the virtual realm it is key to be straight and to the point. Jokes, sarcasm, and funny little statements should never be used in the virtual world. They can easily be misread and misunderstood.