

Successful Customer Service Tools

P. L. Woolwine

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A successful business starts with establishing great customer service by listening to what your customers have to say and understanding their needs and wants. The following tools can be used to establish this type of great customer service that will ensure a successful and hopefully, profitable business.

- Patience/Good listener
 - Must take the time to listen and hear and understand what the customer needs. Must be able to identify, repeat and rephrase what a customer is saying to guide them in the right direction.
- Product knowledge
 - In order to properly guide your customers, you must be very intimate with your company's products and purpose. If you direct customers to the right products the first time, you save them and the company time. If you know how best to address a customer's need and address a problem in a timely manner, it can turn a negative issue into a positive end result.
- Ability to "read" customers
 - Is the customer frustrated? What is causing the frustration? Does the customer need support with a product? Are they using the wrong product? You need to be able to identify an issue quickly and offer a solution.
- Time management skills
 - Balance your time efficiently so customers are not waiting for you. They consider this a waste of their time and would reflect poorly on your professionalism and business.
- Good memory
 - Customer service representatives require tremendous knowledge at their fingertips. With this knowledge committed to memory and with proper product knowledge, customers questions and concerns are addressed promptly and efficiently.

- Willingness to learn
 - Customer service representatives must always be learning, searching and growing. They must stay abreast of new products, technical or computer updates and changes.
- Understanding the difference of communicating in person vs virtually
 - Representatives must know how and what is appropriate when meeting customers face-to-face, on the telephone or virtually. They must know and realize what is inappropriate when emailing, texting or chatting with customers.
- Friendly personable nature
 - Customer Service Representatives must demonstrate a friendly demeanor that customers will relate to and appreciate. They need the ability to address customer questions, issues, and complaints without any negative reactions.
- Ability to leave personal life at the door when getting to work
 - Customer service Representatives must not intertwine business with personal life or issues. Personal issues must be left at the door. Customers should only see a friendly and professional demeanor.
- Computer friendly/Technical savvy
 - Representatives should be comfortable with current and changing technology.