

TIPS FOR PROVIDING CUSTOMER SERVICE EXCELLENCE



So often, we are challenged with providing top quality customer service to a person that unnerves us, disrespects us, or pushes our buttons. Try the following ideas to consistently provide quality customer service and become resilient when faced with negativity.

- **The Customer Is Your Job.** The customer is not interrupting what you have to do, they **are** the work you have to do! Remember, if you don't have customers to serve, you don't have a job. Other work is secondary to the customer in front of you.
- **Remember the 5 Ps.**
 - * **Prompt** Serve your customer in a timely fashion; apologize when circumstances won't let you serve them quickly.
 - * **Positive** Make helpful statements. Speak of what you *can* do, not what you cannot do.
 - * **Polite** Use your manners – “Sir/Ma’am”, “Excuse me”, “I’m sorry”, “Please”, “Thank you”, “You’re welcome.”
 - * **Perceptive** Be alert to the customer’s needs, and make a helpful comment if appropriate. “I’m sorry you had to wait, now let’s get you served and on your way.”
 - * **Personal** Personalize your approach. Introduce yourself, learn the customer’s name, and use it accordingly for that personal touch. Connect with first-time customers and you’ll create repeat customers!
- **Breathe.** Breathing a deep breath in and exhaling it out can allow you to refocus your thinking and pace the conversation. When we reach our boiling point, we tend to speed up and raise our voices over one another. Breathing will help pace the conversation. You can do this on the phone or in-person, without the other person ever having to know!
- **Take a break.** After an exceptionally challenging situation, ask your supervisor for a five minute break before you get back to business. Leave your desk briefly to take a brisk walk, get a change of scenery and some fresh air and sunshine to rejuvenate and reset.
- **Keep on shining.** Keep a hardcopy or email “Glory File” to store all the compliments, certificates of accomplishment, and praise you receive. Post thank you cards on your office wall. Before you spend the gift certificate you received for your outstanding work, photocopy it and post it. Periodically review these compliments to remind yourself just how good your customer service skills truly are. Brush off the dust if you have to, and keep on shining!
- **Don’t take it personally.** The difficult customer is not unhappy with you, but with the situation. Remind yourself that they are not intentionally targeting you, they are attempting to get a need met, and you happen to be in their path. This is not about you!

For further assistance with providing excellent customer service, call your Employee Assistance Program. We'll be glad to help!

1.800.451.1834

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