

Customer Service

The growing significance of meeting or exceeding customer demands for quality service has special implications for businesses. It is in this arena that companies can set themselves apart from the competition. Below are some things to consider if you wish to master outstanding customer service.

Begin with Your Workers

Quality customer service begins with your workers. The first step is to set standards, and then make sure everyone in the company understands them. Reward employees for achieving your service goals. Be sure to seek out and resolve any concerns they might have that could lead to poor morale. A worker with a complaint cannot be completely effective in dealing with customers. If you take care of your workers, they will take care of your customers. Hiring the best people means trusting them. Your workers should be able to do what is necessary to make the customer happy without fear of reprisal.



Stay Close to Your Customers

Workers in the most competitive companies ask questions and listen carefully to the answers. This is an important part of customer service. Winning organizations train their workers to focus on what the customer is saying, and tailor products or services to meet customer needs.

Pay Attention to the Little Details

Many leaders search for a special touch that will make their companies stand out from the crowd. Discount coupons, longer hours, home delivery or free items, for example, all show customers you want to take that extra step to please them. Some of the most effective extras are really very basic advantages of conducting good business, although customers are often surprised when they take place. These include answering the phone by the third ring, treating customers respectfully and courteously at all times, greeting them by name, promptly answering their questions and, if you can't, getting back to them with an answer as quickly as possible. Of course it is also important to manufacture high-quality goods that work the first time and that keep working.

First Sun EAP has a dedicated Risk Management Team available to assist you with these issues. You can call any time for a free confidential consultation to discuss these or any workplace issues that affect the performance of your associates toll free at 1-800-968-8143 or in Greater Columbia, (803) 376-2668.

For more information on this topic as well as the other benefits you receive from First Sun EAP, please see our website at: www.firstsuneap.com.