

The 6 Definitive Laws of Customer Service Excellence

By Charles Marcus

Today, it takes a lot to win the heart, mind and loyalty of your customer. You have to build trust, nurture the win-win relationship, and your entire focus needs to be on making your customers feel so important and special that they would not want to go anywhere else; then, and only then, will they go beyond just wanting your product or service to recommending you to others as well. Customer satisfaction and retention is the key to keeping and growing your organization or business. Customer service is a commitment to excellence every time you pick up that phone, try to sell your product or service, or speak to the customer.

Here are six things I believe are the “definitive laws” when it comes to customer service.

1. Be In Business For Your Customers

When I opened my first modest hairdressing salon, my father gave me some good advice, he told me these very simple but so true words: “Be in business for

your customers”, he said, “Look after your customers and they will look after you”. He was a small business owner in Manchester, England and lived by these words himself. I believe these words ring true if your business is small or your company big. Service is service, no matter the size.

2. Exceed Your Customer’s Expectations Every Time, Not Your Expectations

It is not how well you think you are doing that counts, it is how well your customer thinks you are doing!! Solicit, encourage and seek out feedback at every opportunity. And act on your customer’s recommendations.

3. Show One Face

Treat every person with the respect and dignity you would like to be treated with. Consistency is key when serving the customer. They want to know that every time they speak to you they are going to be treated with the same respect.

4. Build Good Relationships

If people don’t like, trust, or respect you, they will not do business with you. Today few people have a product or service that no one else has in this very competitive market place; building strong relationships with your customers is imperative and just makes good business sense.

5. Be A Great Listener

We all like to talk, but few of us truly listen. It is important

to listen to your customer’s point of view, and not to interrupt them or become defensive. Follow the 80/20 rule: talk 20% of the time and listen 80% of the time. Dale Carnegie said: “You will make more friends in two months by being interested in other people, than you will in two years by trying to get other people interested in you”

6. Respect and Appreciate your Customer

Always respect and appreciate your valued customers. Take time to keep in touch. You can never say thank you enough for their business. Let them know you care about them, and never underestimate the power of a smile, a thank you, a hand written note. Never take your customer for granted and they will stay loyal to you.

“ There is only one boss: the customer. And he can fire everybody in the company. From the chairman on down, simply by spending his money somewhere else” Sam Walton, Founder Of Wal-Mart.

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