

CUSTOMER SERVICE TO WIN THEIR HEARTS

Why Must We Do It?

Buying anything is an emotional experience! Sure, you'll get all the information and make a careful choice, but even if it's a supermarket item you have to buy and there's no joy in it, you'll feel good that you've got the right thing. There is always emotion in buying!

Good customer service makes our customers feel good. That's why it's essential to the continuing success of our business. In today's competitive marketplace, if we don't give good service, we won't attract and keep customers. So, Great Customer Service is the way we expect to grow. It increases:

- The number of customers through favourable word of mouth advertising
- How much each customer spends per transaction, and
- How often each customer buys from us.

And that's what we all need!

Here's What We Can All Do ...

1. **Focus on being here for the customers - It isn't the other way around**
2. **Always acknowledge waiting customers immediately**
3. **Remember - Customers are never an interruption**
4. **Be relaxed**
5. **Act courteously**
6. **Radiate enthusiasm**
7. **Be interested in them - and show it!**
8. **Respond responsibly**
9. **See the individual in every customer**
10. **Display sympathy, and avoid empathy**
11. **Carry yourself professionally, and**
12. **Always smile**