

Top 10 Tips – Affordable approaches to Complete Customer Care

Supplied by: Supporting Customer Care Ltd



- 1. Understand Why It Matters.** It's a question of maximising customer loyalty. Long term customers spend more. The longer a customer stays with us, the more opportunities we have to build their trust in us. And when they trust us, we are more likely to become their preferred supplier.
- 2. Commit to Customer Service and define your vision.** What sort of service are you going to offer? How will your service be perceived by your customers? What are you going to do better than your competitors? If you want everyone in your company to be committed to delivering excellent customer service, you must be the Customer Service Champion for your company.
- 3. Recruit the Right People.** Getting the right people on the front-line is absolutely key to providing excellent customer service. To paraphrase Ann Robinson, "Why do they put people who don't like people in customer service roles?" Make sure you don't.
- 4. Value Your Staff.** Once you've recruited good staff, you'll want to keep them. If your staff feel valued, they will be more committed to your business. You can make them feel valued by giving consideration to training, reward and recognition and ways of celebrating success which can also motivate.
- 5. Trusting your people to make decisions is the first step towards an empowered culture.** Most people thrive on responsibility and decisions made on the front-line will free up your managers to work strategically. Developing an empowering culture calls for courage because mistakes will be made along the way and all your people will need support and guidance as they spread their wings.

Top 10 Tips Supplied by...

Supporting Customer Care Ltd
14 Lakeside
Irthlingborough
Wellingborough
NN9 5SW
office: 01933 651807
mobile: 07774 224068
web: www.scc-ltd.net



Top 10 Tips – Affordable approaches to Complete Customer Care

Supplied by: Supporting Customer Care Ltd



- 6. Pay Attention to Detail.** 80% of customers believe that they are not valued by the companies they do business with. One of the simplest ways to prove that you do value your customers is through paying attention to detail. Don't forget to step into the shoes of your customer at least once every day.
- 7. Whatever you promise to your customers, make sure you can deliver that promise.** Most customers would be more comfortable with a realistic promise which is met than an ambitious promise which is broken. And if you say that you have friendly, helpful staff - make sure that's what you've got.
- 8. Strive to exceed your customers' expectations.** Once you've got used to keeping promises, the next step is to start exceeding expectations. As more and more companies rise to the challenge of delivering excellent customer service, it becomes more difficult to stand out from the crowd. Create an environment where your staff enjoy going the extra mile for the customer and where breaking the rules is encouraged.
- 9. Communicate, Communicate, Communicate!** With your customers, make it easy, keep it honest and do it in time. With your suppliers, work in partnership and involve them in what you're trying to achieve so that they work with you, not against you. With your staff, encourage two-way communication by keeping the channels open.
- 10. Only your customers can tell you how good your service is – so ask them!** They will be only too happy to tell you. There are many ways you can do this - you could become a customer yourself. Whatever your customers tell you, be sure to listen and then to act. Failing to do so will undo all the good work you have already done.

Top 10 Tips Supplied by...

Supporting Customer Care Ltd
14 Lakeside
Irthlingborough
Wellingborough
NN9 5SW
office: 01933 651807
mobile: 07774 224068
web: www.scc-ltd.net

