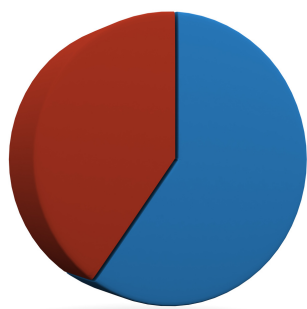


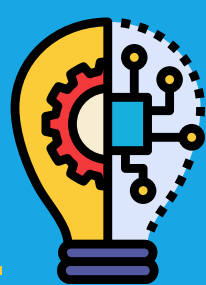
5 Tips for Customer Service Success



A survey compiled by Microsoft indicated that more than half of consumers (54%) had higher customer-service expectations compared to just a year before.

Offer Multiple Contact Methods

Your customers have different needs and different preferences. Make yourself available to everyone. Provide multiple avenues of contact, from text to phone to email to online chat.



Leverage Technology

Use the right tools to maximize the efficiency of your staff. At the same time, leverage tech to communicate more effectively with your customers.

Ongoing Training

Teach skills like empathy, active listening, and problem-solving. Customer service means staying connected with people. As such, you need your staff to reach the highest standards and to get as much as possible in every interaction with the outside world.



Build a Relationship

Often, the only time you hear from customers is when they have a complaint. You can take steps to alter this negative tone. Don't wait until something goes wrong. Instead, create a communication program that touches base with your clients as part of the normal course of operations.

Listen and Learn

Don't view complaints as one-off experiences. Take a tip-of-the-iceberg perspective. Assume that dozens of consumers are suffering in silence for every contact you receive. Look for ways to upgrade your operations to eliminate the underlying causes of those grievances.



B R Y L L Y A N T