

Beyond Customer Service Key Points

Beyond Customer Service - objectives are:

1. Explain how good customer service can expand beyond the immediate sale
2. Provide insights into the needs and expectations of customers
3. Show how to retain customers through employee training and effective communication
4. Provide examples of quality customer service

1. The U. S. Office of Consumer Affairs believes that if 25% of your customers are dissatisfied, in 10 years you will lose an amount of customers equal to Twice your annual revenue.

2. The least expensive way to acquire new customers is through Word of mouth.

3. Customer needs change regularly.

4. All customers need:

- Help
- Satisfaction
- Understanding
- Respect

5. Your best knowledge of customers' needs will come from Asking what they expect of you.

6. Angry customers need time to vent. They should be given uninterrupted talk time of 30 seconds to two minutes.

7. Customer service employees must have the authority to make decisions on the spot to satisfy customers.

8. Proactive customer service:

- Is more important than reactive customer service
- Begins before the customer walks in the door
- Is a basic marketing tool

9. Customers are:

- The people who buy from a company
- A company's staff
- Company stockholders

10. If a company assigns an employee to research why orders are declining, the employee should:

- Interview store managers
- Listen to customers
- Study the competition

11. A value-added service Provides customers with more than they expected.

12. Customer reward programs may provide rewards for customers who:

- Make many purchases
- Make frequent purchases
- Find other customers
- Retain company loyalty over time

13. Writing a personalized letter to customers can be simplified with a computerized database

14. Your customer is:

- Anyone who depends on your work
- Those who buy from you
- Your staff, if you are the employer

15. When customers have problems or complaints, give them Reactive customer service.

16. Having empathy for unhappy customers means Understanding their feelings.

17. Most service recovery and restitution programs fail because companies Did not find out if the customer was satisfied.

18. Customers buy to:

- Save or make money
- Save time
- Feel secure
- Boost their egos

19. Studies show that training employees to both do their jobs and provide quality customer service can raise profits by Up to 20% .

20. A customer with a kinesthetic perceptual style uses words such as Hands-on and clumsy.

21. A customer advocate is A person who talks positively about your business.

22. How an employer treats employees has an impact on how employees treat customers.

23. Turning a complaint into a sale Can be both ethical and practical.

24. What customers expect from a business can be quite different from what they receive.

25. Whatever you are doing now to service and satisfy customers:

- May not be sufficient to keep them tomorrow
- May not be better than what your competitors are doing
- Should be reviewed and changed frequently to be made better