



GUIDE TO ESTABLISHING & MAINTAINING **GREAT** CUSTOMER SERVICE



BE PROACTIVE & RELIABLE

Be proactive with your customers. If they need something, be sure to act quickly and get them what they need.

LISTEN TO THEIR CONCERNS

If your customer has concerns, listen to them, understand them and address them. Usually they have valid concerns.



COMMUNICATE OFTEN

Communicate with them throughout the entire process: beginning, middle and end. Follow-up often and foster trust with your customers.

ASK FOR FEEDBACK

There is always room for growth. Ask your customers how you can better service them and how your business can improve in different areas.



BE RESPECTFUL

Sometimes it's hard to deal with difficult customers. However, remember to maintain a sense of professionalism and respect.

DEVELOP RELATIONSHIPS

Every business wants loyal customers. Don't just think of your customers as revenue potential; develop meaningful relationships with them.



The Guide To Great Customer Service

Clifford Lane



The Guide To Great Customer Service:

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