



# 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

**Robert W. Lucas**



## **The Guide To Great Customer Service:**

## **The Guide To Great Customer Service** Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the energy of words has been evident than ever. They have the capability to inspire, provoke, and ignite change. Such is the essence of the book **The Guide To Great Customer Service**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall impact on readers.

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