Small Business Management Toolbox

Coordinate implementation of customer service strategies

Communication tips

• First impressions are critical to building rapport.

• Keep your voice warm and friendly.

• If contact is made by phone, do not put the customer on hold without informing them first. Give them a time when you can get back to them if waiting is not an option or organise for someone else to help.

• Respond to letters when you receive them and if necessary inform customers of a solution. A phone call may keep them up to date.

• Act naturally. By being yourself, you personalise the contact and you will behave consistently, allowing your customer to feel far more inclined to respond in the same way.

• Solve the customer’s problem with empathy – put yourself in their position. What would you want to happen? Research shows that 95% of customers will use your business again if their problems are solved when they bring them to your attention.

• Use your organisation’s policies as guidelines rather than rules. Organisational obstacles are not the customer’s problem. You are there to deal with the logistics on their behalf.

• Use the customer’s name to establish and reinforce the relationship.

• Complete the contact using the customer’s name and by setting a date for further contact if the customer’s problem is not yet solved. Let the customer know where and how to contact you.

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