



Customer Service

The Basics



What is customer service?

- The way of interacting with a customer
- The support and assistance provided to a customer
 - How they purchase
 - Return policy
 - Interactions with potential customers
- Customer service is one of the factors that clients buy or don't buy from you
 - Is your company easy to interact with
 - Does your company respond in a timely fashion to inquiries
 - Does your company have a smooth return policy
- Excellent customer service keeps clients coming back
 - Every company makes mistakes
 - Wrong item sent, wrong price billed, item arrived broken, item isn't what the customer wanted and they are returning in
 - It's how a company addresses and corrects these mistakes that builds or breaks trust with the customer

What makes great customer service?



- Know your customer's preferences
 - Are they high touch or low touch
 - How do they like to interact with you (In person, online, phone, through chat bots)
 - What are their expectations?
 - Fast response
 - Very personalized response
 - AI-driven response provided things get resolved
- Consistency
 - How can you ensure a high degree of consistency in how you interact with clients
 - How can you build trust with your clients?

Skills needed for strong customer service

- Listening
 - Asking appropriate questions to get to the true problem
- Patience
 - Let the client vent if need by
- Verbal communication
 - Clearly explain options to client
 - Clearly explain the process to solve the problem
- Written communication
 - Clearly write options to client
 - Clearly write the process to solve the problem
- Emotional intelligence
 - Be mindful of how stressful the situation is for the client
 - Are they have a bad day and this problem is making things worse
 - Did they really need this item to do their job and now they can't and that's throwing off their production
 - Understand and sympathise with the problem
 - Do your best to explain timelines, constraints and options



Great customer service about being proactive

- Don't let the customer find out a problem, tell them you're aware of it and working to fix it
- If you are experiencing IT difficulties, let the clients know in a newsletter
 - Provide a timeline to rectify the situation
- If you are experiencing supply shortages
 - Let the customers know
 - Explain what you are doing to rectify the situation
 - Explain options
 - Explain timelines