

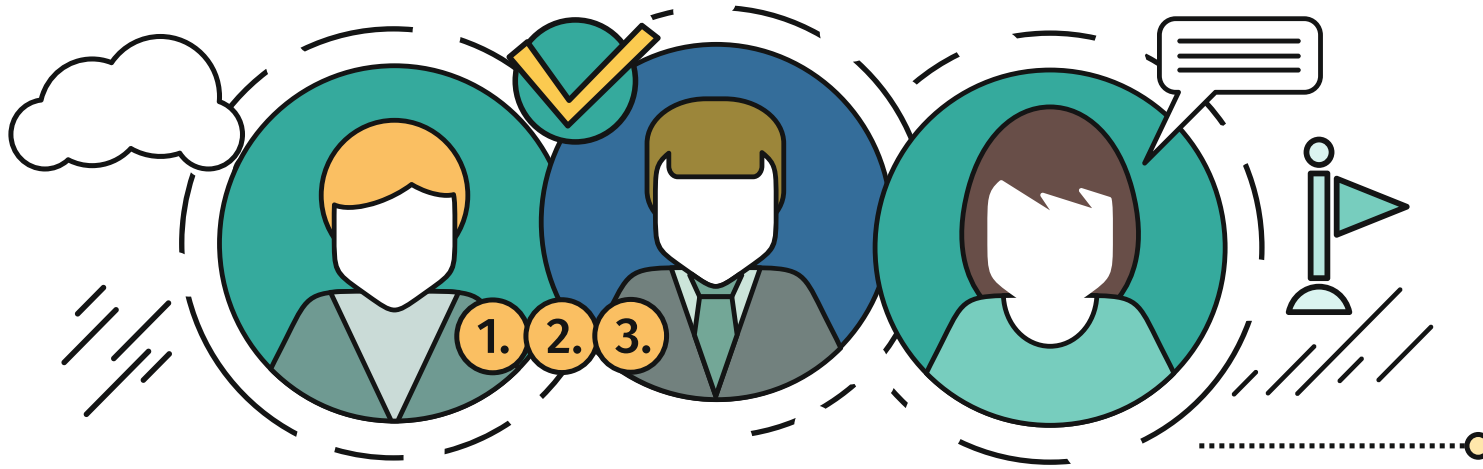


THE GUIDE | TO A GREAT CUSTOMER EXPERIENCE



Customer retention and loyalty, as well as the growth of your business,
can all hinge on great customer service.

It takes a long time to build trust, but only one instant to lose it. Making sure your customer service team is trained to handle any situation and provide the right experience every time is essential. A small 5% increase in customer retention can increase revenue by as much as 95%. We train each and every one of our operators to be professional, empathetic and give them the tools they need to build customer trust.



Here are three ways to improve your customer service:

1. A Customer Should Always Feel Like the Priority

A customer isn't always right, we need to get that out of the way right now. It's important to know that it's ok to educate and guide customers to the right answer, but they should always come first and they are always the customer.

It's important to make them feel like they are important because they are. That's where the idea of "the customer is always right" comes from. They want to know their problem is solved, their question answered, or that they are being heard.



You can make your customers feel like a priority in these ways:

- Don't put them on hold for long or at all.
- Listen to their problem or question completely before jumping into a solution.
- Engage with them. Acknowledge their question or problem and ask clarifying questions if necessary.
- When the moment calls for it, take the extra step. Take the extra time to not just solve their problem, but ensure it won't happen again.



2. Always Seek an Answer and Always Be Honest

Customers are coming to you for help and it can feel like you should always have the answer — that's not true. We all have to seek out someone to find an answer from time to time, and you lose credibility with your customers if you fake your way through answers or get caught in a lie (not to mention that it's unethical).

A simple example of this is buying a toy that requires batteries. How often have you asked an employee if it comes with batteries only to get home without extra batteries and your kid is heartbroken that their new toy won't light up and make noises (even if you are a little relieved)? This breaks the trust you have in that store.



**Use this as an opportunity to create an exceptional experience for the customer.
Here are some ways you can always give them the right information:**

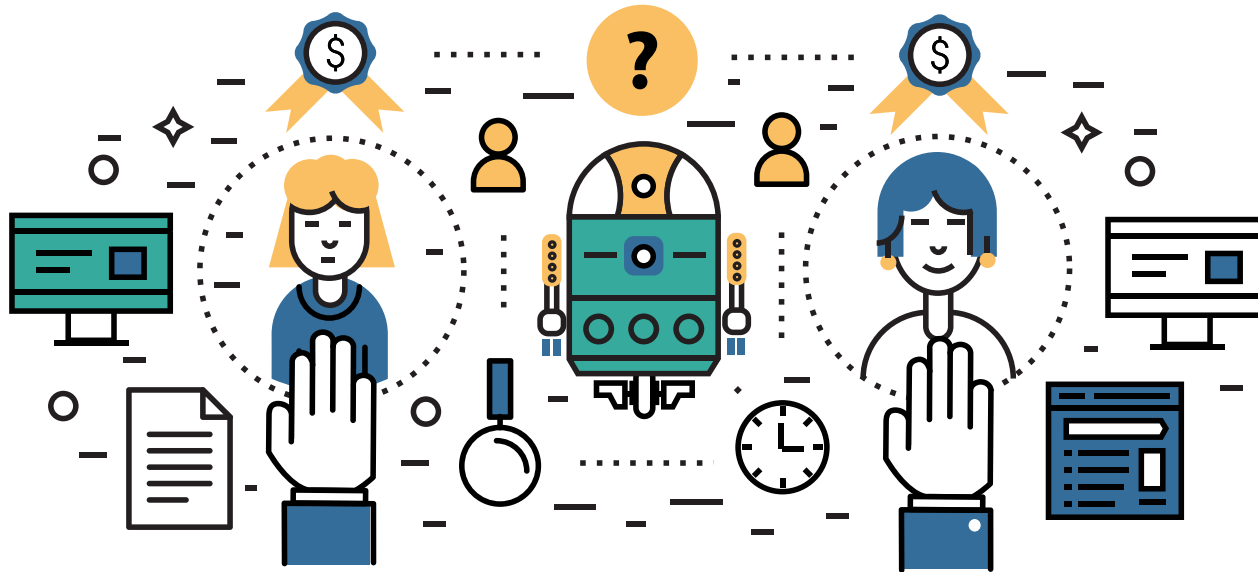
- Don't stress if you don't have all the answers, say "Let me get that information for you."
- Use the opportunity to find out more about how you can help them, even if the solution wasn't originally what they thought they wanted.
- Always be honest.
- Be enthusiastic about finding the right answer for them.



3. Adapt to Your Customer

Another way to say this is “never assume.” Your customers are all different, yet it’s easy to group them by demographics or the reason they are calling. This idea applies to sales and customer service. Someone may show up in ripped jeans, a paint-stained t-shirt, in a clunker car from the 1980’s and be your largest customer ever.

Treat every customer with the same level of professionalism and respect, and then find more about their specific needs to personalize your customer service just for them. Being able to adapt to every customer takes experience, a great way to improve is to shadow someone who is great at interacting with every customer.



Ways to adapt to your customers:

Ask questions, listen and talk to them about their needs and then provide a solution.

- Treat everyone with the same empathy.
- Always be ready for the unexpected.

These tips will help create a great customer service experience for your clients. Building and training a team is great, but not the best fit for every company.



When looking to outsource your customer service to an answering service, that organization needs to embody each of the above elements so they can help you build trust with your customers.



Not sure what to look for in an answering service?

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