



# Customer Service

# Introduction to Customer Service

- “There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same. **It is the customer!**
- **The customer is the person who pays everyone’s salary and who decides whether a business is going to succeed or fail.** In fact, the customer can fire everybody in the company from the chairman (CEO) on down, and he can do it simply by spending his money somewhere else.
- Literally everything we do, every concept perceived, every technology developed and associate employed, is directed with this one objective clearly in mind – **pleasing the customer.**”

**--Sam Walton, Owner & CEO, Wal-Mart**

# Customer Service in the 21<sup>st</sup> Century

- Manufacturing economy → Service economy → “Relationship Management” economy
- Increased importance on customer interaction as a high-tech environment has decreased personal contacts
- E.g. Today’s greeting of the customer support staff is “How are you doing today?” - makes the customer feel less like a number and more like a human being

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- *“A lot of people have fancy things to say about customer service, including me. But it’s just a day-in, day-out, on going, never ending, unremitting, persevering, compassionate type of activity.”*
  - **Leon Gorman, former President of LL Bean (America’s largest catalog retail outlet)**

# Good Customer Service

- Good customer service means:
  - Providing a quality product or service
  - Satisfying the needs/wants of a customer
  - Resulting in a repeat customer
- Good customer service results in:
  - Continued success
  - Increased profits
  - Higher job satisfaction
  - Improved company or organization morale
  - Better teamwork
  - Market expansion of services/products

# Customer Service

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- Good customer service = Lasting relationships
- Average customer service = Steady relationships that could be lost
- Poor customer service = Lost business

# What does the Customer Desire?

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- Friendliness
- Empathy
- Fairness
- Participation
- Alternatives
- Information

# 10 Rules for Great Customer Service

- 1. Commit to quality service:**
  - Create **a** positive experience for the customer.
  - Go above and beyond customer expectations.
- 2. Know your products:**
  - Helps win a customer's trust and confidence.
- 3. Know your customers:**
  - Tailor your service approach to their needs & buying habits.
  - Get to the root of customer dissatisfaction by talking to people and understanding complaints.



# 10 Rules for Great Customer Service

## 4. **Treat people with courtesy and respect:**

- Every contact with a customer leaves an impression.
- Use phrases like "sorry to keep you waiting," "thanks for your order," "you're welcome," and "it's been a pleasure helping you."

## 5. **Never argue with a customer:**

- Be solution focused rather than problem focused.
- Research shows that 7 out of 10 customers will do business with you again if you resolve a complaint in their favor.

# 10 Rules for Great Customer Service

## 6. **Don't leave customers hanging:**

- All communications with customers need to be handled with a sense of urgency.
- Research shows that 95% of dissatisfied customers will do business with a company again if their complaint is resolved on the spot.

## 7. **Always provide what you promise:**

- Failure to do this is a sure way to lose credibility with your customer.
- If you can't make good on your promise, apologize and offer some type of compensation, such as a discount or free

# 10 Rules for Great Customer Service

8. **Assume that customers are telling the truth:**
  - The majority of customers don't like to complain; in fact, they'll go out of their way to avoid it.
9. **Focus on making customers, not making sales:**
  - Focus on the quality rather the volume of the sale.
  - Research shows that it costs six times more to attract a new customer than it does to keep an existing one.
10. **Make it easy to buy:**
  - Make the process simple and user-friendly.

# “Culture of Commitment”

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- The transition from ordinary to extraordinary performance happens through a “**Culture of Commitment**”, where frontline people reflect to the outside the intense pride and ownership they are experiencing on the inside.

# “Moment of Truth” or the “aha” experience

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- Strong “Culture of Commitment” ensures “Moments of Truth”.
- Jan Carlson, in his book, Moments of Truth, calls every customer interaction a moment of truth, and every moment of truth is an opportunity to make a favorable impression on your customer.

# Internal Customer / External Customer

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- Who is an External Customer?
  - The term external customer includes not just the paying customer but also anyone who receives the benefit of the goods and services.
  
- Who is an Internal Customer?
  - Internal customers are specific people and departments who play a role in helping you to serve external customers.

# Polite and Friendly Alternatives

- **I DON'T KNOW** – I'LL FIND OUT.
- **NO** – WHAT I CAN DO IS....
- **THAT'S NOT MY JOB** – LET ME FIND THE RIGHT PERSON WHO CAN HELP YOU WITH....
- **YOU'RE RIGHT THIS IS BAD** – I UNDERSTAND HOW YOU FEEL.
- **THAT'S NOT MY FAULT** – LET'S SEE WHAT WE CAN DO ABOUT THIS.
- **CALM DOWN** – I APOLOGIZE....
- **I WANT YOU TO** – LET'S

# Contact Information

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