

THE 10 GOLDEN RULES OF CUSTOMER SERVICE

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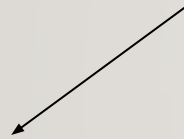
OUTLINE

1. Introduction. Who are the customers?
2. Skills for Customer Service
3. Keys to Excellent Customer Service
 - a) Great listener
 - b) Effective communication skills
 - c) Customers are very sensitive
 - d) Anticipate needs
 - e) Get regular feedback
 - f) Help customers understand your systems
 - g) Give more than expected
 - h) Know how to apologize
4. Conclusion

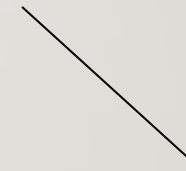
I. Introduction

WHO ARE THE CUSTOMERS?

Customers are people who need your assistance.



**Internal
Customer**



**External
Customer**



SKILLS FOR CUSTOMER SERVICE

- KNOW ABOUT YOUR ORGANISATION
- LEARN THE TECHNICAL PARTS OF THE JOB
- COMMUNICATE WELL
- BE CONSISTENT
- BE ORGANISED
- KNOW YOUR PLACE IN THE TEAM AND BE A TEAM PLAYER

2. KEYS TO EXCELLENT CUSTOMER SERVICE

TREAT YOUR CUSTOMERS THE WAY YOU WOULD LIKE TO BE TREATED

A CUSTOMER IS ALWAYS RIGHT

RESPECT YOUR CUSTOMER'S TIME

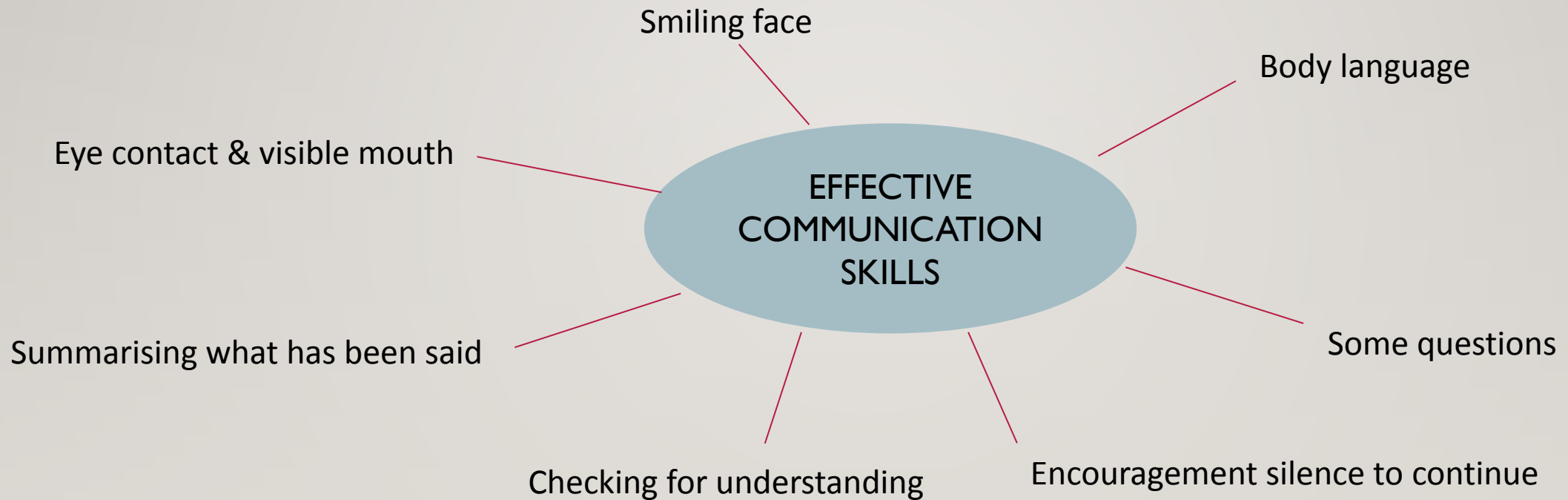
**BE A GREAT
LISTENER**

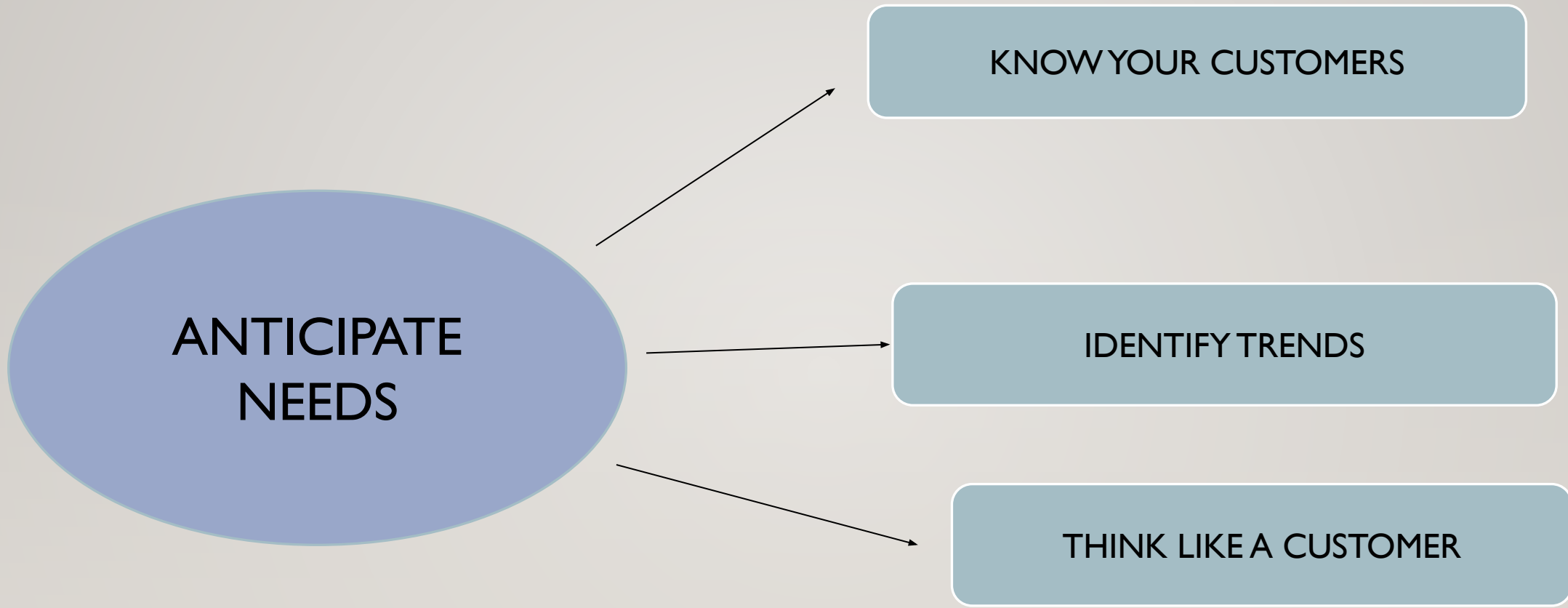


THE CUSTOMER IS ALWAYS RIGHT

It is a motto or slogan which exhorts service staff to give a high priority to customer satisfaction.

EFFECTIVE COMMUNICATION SKILLS





GET REGULAR FEEDBACK



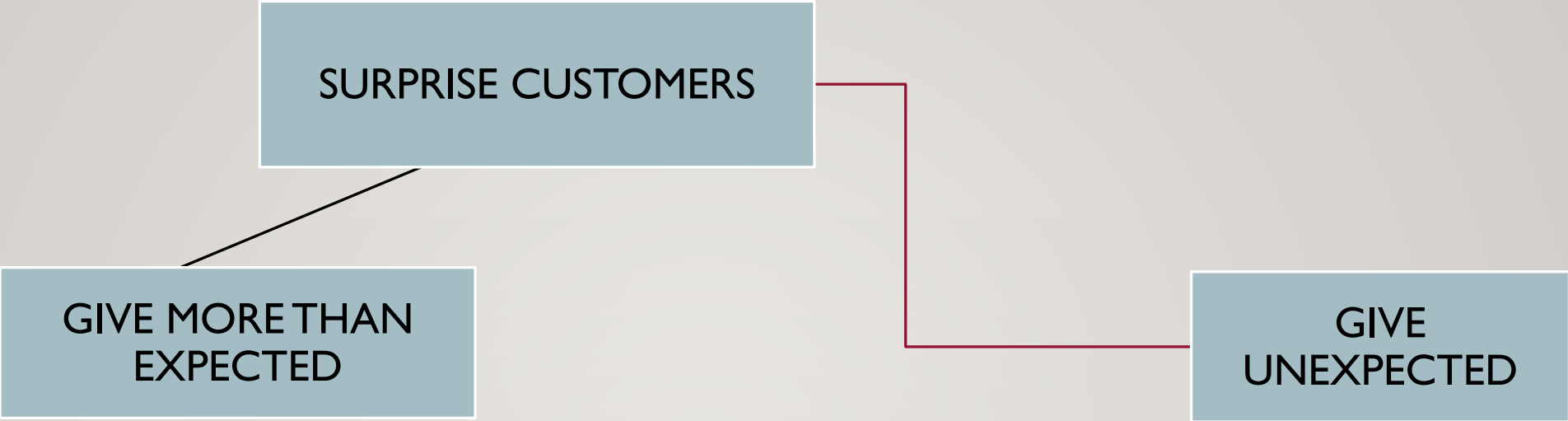
**ENCOURAGE SUGGESTIONS ABOUT HOW YOUR
COMPANY COULD IMPROVE.**

HELP CUSTOMERS UNDERSTAND YOUR SYSTEMS

EXPLAIN HOW YOUR SYSTEMS WORK

ANSWER ON ALL QUESTIONS

TELL THEM ABOUT ALL THE SERVICES
OFFERED



KNOW HOW TO APOLOGIZE

THE CUSTOMER MAY NOT ALWAYS BE RIGHT, BUT THE CUSTOMER
MUST ALWAYS WIN

APPRECIATE THE POWER OF “YES”



- ALWAYS LOOK FOR WAYS TO HELP YOUR CUSTOMERS.
- WHEN THEY HAVE A REQUEST TELL THEM THAT YOU CAN DO IT.

4. Conclusion

CUSTOMER SERVICE IS A HIGHLY IMPORTANT PART
OF EVERY BUSINESS

MAKE IT YOUR PRIORITY

BE
AWARE