

THE 10 GOLDEN RULES OF CUSTOMER SERVICE

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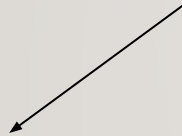
OUTLINE

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

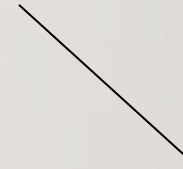
I. Introduction

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

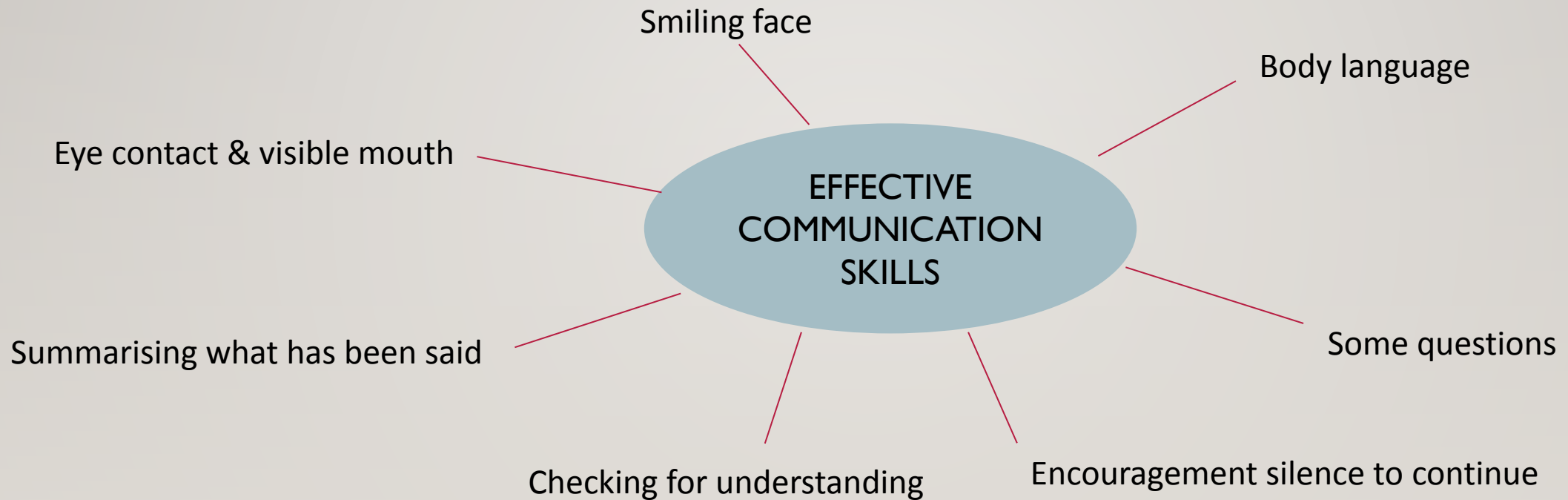
**BE A GREAT
LISTENER**

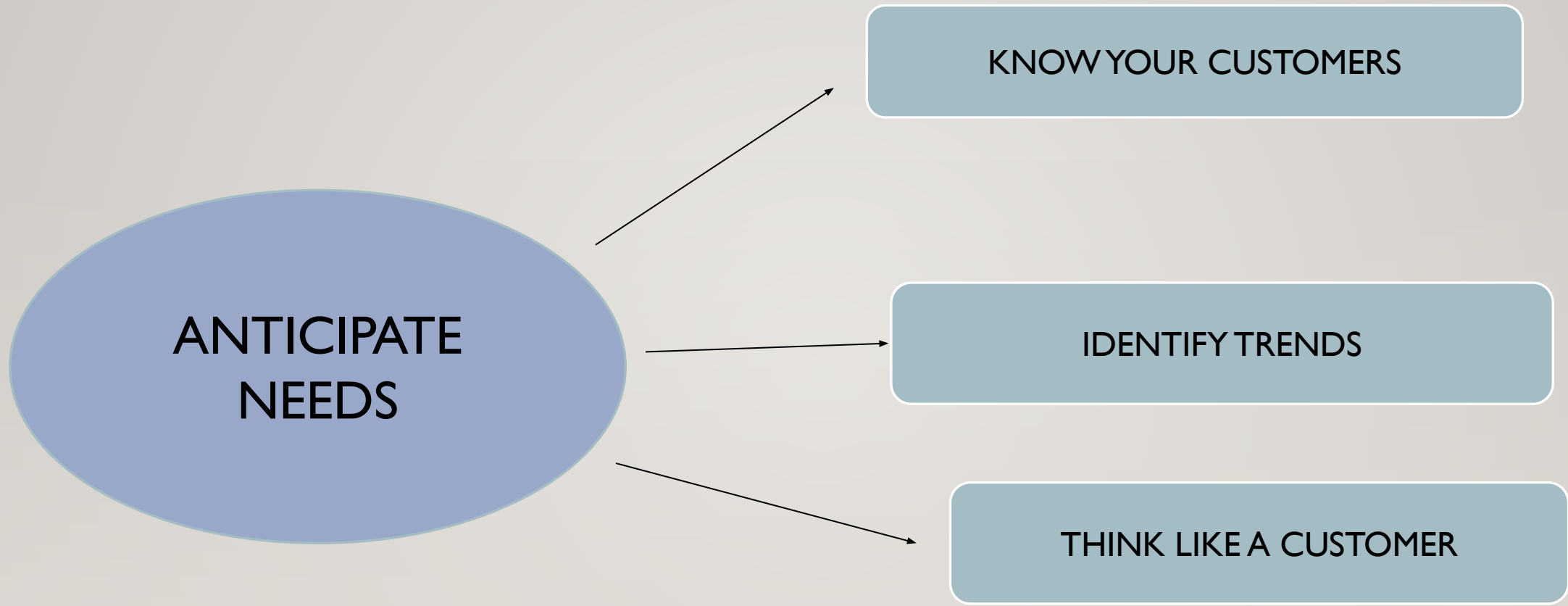


THE CUSTOMER IS ALWAYS RIGHT

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

SURPRISE CUSTOMERS

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graph TD; A[SURPRISE CUSTOMERS] --- B[GIVE MORE THAN EXPECTED]; A --- C[GIVE UNEXPECTED];
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**GIVE MORE THAN
EXPECTED**

**GIVE
UNEXPECTED**

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



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graph TD; A[CUSTOMER SERVICE IS A HIGHLY IMPORTANT PART OF EVERY BUSINESS] --> B[MAKE IT YOUR PRIORITY]; A --> C[BE AWARE];
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MAKE IT YOUR PRIORITY

BE
AWARE