

HUGO HUNTER GUIDE

PART II

*Our experience,
your advantage*

CUSTOMER
FEEDBACK
SUPPORT
INNOVATIVE
QUALITY
EXCELLENT
FRIENDLY



The importance of customer service



Play (k)

LEARNING AVE

1. Customer loyalty

It costs more to acquire new customers than it does to retain them. Excellent customer service ensures customer loyalty.

2. Word of Mouth

Customers love to talk about their experiences. Good customer service will ensure a positive message passed a long.

3. Differentiator

With so many competitors out there, it is difficult to keep differentiating your product or price. Excellent customer service is an effective way to differentiate yourself from your competitor.

SUMMARY

1. Customer loyalty
2. Word of mouth
3. Differentiator



9: STEPS TO GREAT CUSTOMER SERVICE

FOLLOW THESE QUICK AND EASY
STEPS TO PROVIDE GREAT CUSTOMER
SERVICE AT WORK.

Step 1: Start with a Smile



SMILING IMMEDIATELY PUTS THE CUSTOMER AT EASE AND SIGNALS THAT YOU ARE READY AND ABLE TO HELP.

Step 2: Be Civil and Respectful

DISPLAYING PROFESSIONALISM
SHOWS THE CUSTOMER THAT YOU
VALUE THEIR WORK.



Step 3: Treat Customers with Empathy and Understanding

CUSTOMERS WANT TO KNOW THAT YOU UNDERSTAND THEIR SITUATION AND THEIR SPECIAL CIRCUMSTANCES.



Step 4: Respond Promptly and Accurately

LET CUSTOMERS KNOW WHEN THEY CAN EXPECT RESULTS. ALWAYS DO THE JOB RIGHT THE FIRST TIME.

Step 5: Be Reliable

SHOW YOUR CUSTOMERS THAT
YOU CAN DELIVER THEIR
REQUESTED GOODS OR SERVICES
ON TIME.



Step 6: Anticipate Customer Needs

THE MORE YOU KNOW YOUR
CUSTOMER, THE BETTER YOU CAN
SERVE THEIR NEEDS.

Step 7 : Look for Ways to Get to Yes

EXPLORE ALL APPLICABLE
REGULATIONS IN ORDER TO FIND ALL
AVAILABLE SOLUTIONS TO HELP YOUR
CUSTOMERS.



Step 8: Own up to Mistakes with Humility

WE ALL MAKE MISTAKES. WHEN THEY
OCCUR: APOLOGIZE, TAKE
OWNERSHIP, AND SOLVE THE
PROBLEM.



Step 9: Make Relationships Matter

WE ALL NEED TO REMEMBER THAT
OUR CUSTOMERS' SUCCESS IS OUR
SUCCESS AND THE SUCCESS OF OUR
ORGANIZATION.

Professional Telephone Greeting





Create a
positive

first
impression



Welcome to *Hugo Hunter*.

You're speaking with Craig

*How may I help
you?*



1. Warm Welcome

2. Name of your Organisation

3. Your Name

4. Offer of assistance

A close-up photograph of two hands clasped together. The hand on the left is a woman's, wearing a gold ring on her ring finger and has a black anchor tattoo on her wrist. The hand on the right is a man's, also with a black anchor tattoo on his wrist. The background is a soft, out-of-focus grey.

**The power of
the**

personal touch

**IS DEAR
SIR/MADAM
OKAY?**



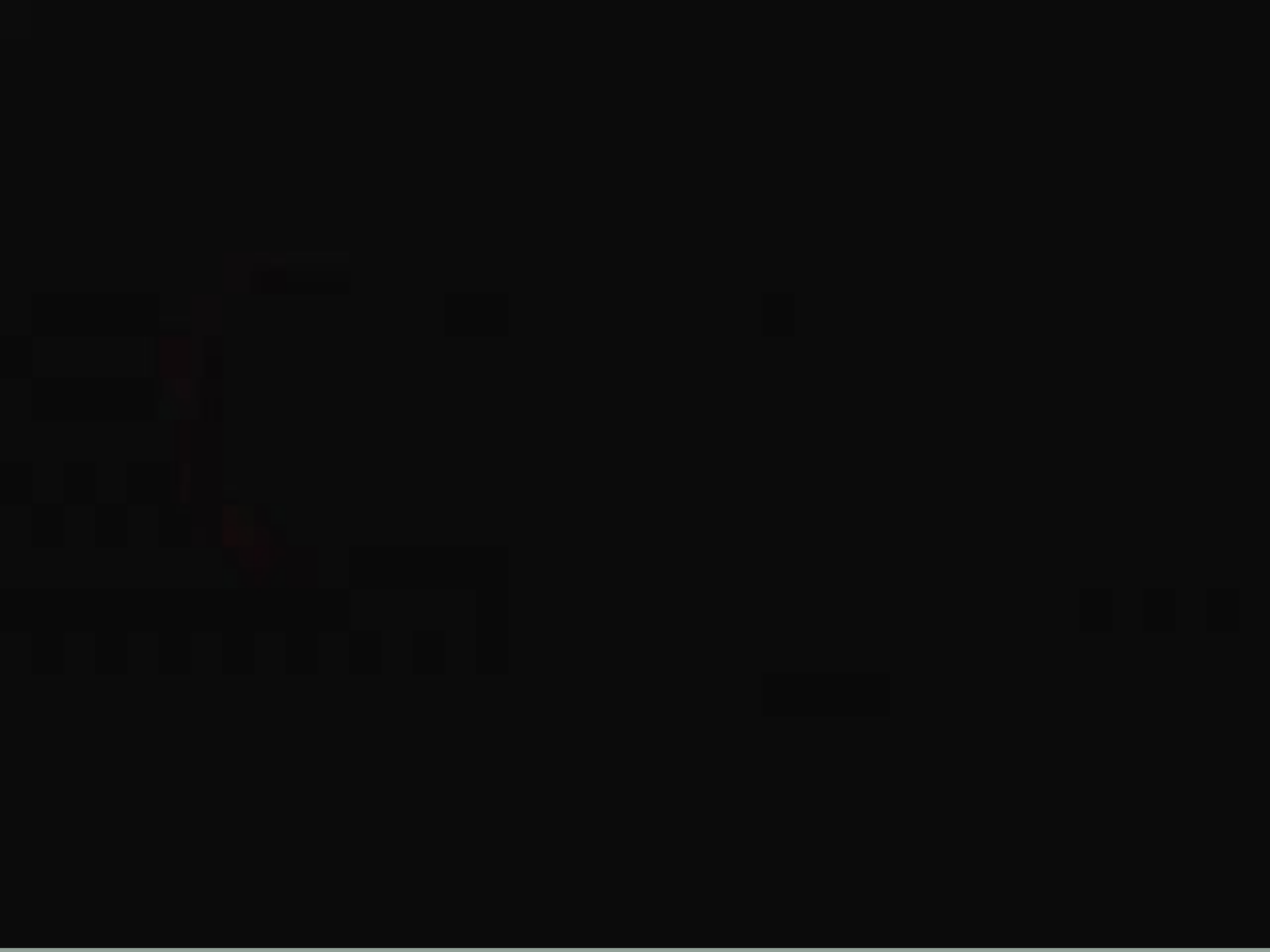
USE PERSONAL TOUCH

**Learn the customer's
name, and use it
repeatedly
throughout the
conversation**

A PERSONAL TOUCH IS THE BEST WAY TO LET YOUR PROSPECTS KNOW THAT THEY ARE A PRIORITY. WHEN TALKING TO YOUR CUSTOMER, LEARN THEIR NAME, AND USE IT REPEATEDLY THROUGHOUT THE CONVERSATION. TO SHOW THAT YOU'RE LISTENING, MENTION SOMETHING THEY SAID EARLIER. YOUR REGULARS WILL APPRECIATE THAT TYPE OF PERSONALIZATION AND WILL LIKELY SPREAD THE WORD ABOUT YOUR COMPANY.

NO ONE WANTS TO BE REFERRED TO AS “SIR” OR “MA’AM” (OR WORSE YET, “MADAM.”) BEING PROFESSIONAL AND BEING FRIENDLY ARE NOT MUTUALLY EXCLUSIVE. SO, MAKE IT A POINT TO REMEMBER AND ADDRESS YOUR CUSTOMERS BY THEIR NAME.

This seems pretty obvious, but it still doesn't happen as often as it should.



CRITICAL SKILLS FOR CUSTOMER SERVICE

**CIVILITY,
CHEERFULNESS,
AND TACT**

DILIGENCE



**CLEAR, HONEST
COMMUNICATION**

**EMPATHY AND
COMPASSION**

**PRODUCT
KNOWLEDGE**

SKILLS FOR EXCELLENT

Develop these skills to excel in any customer service, regardless of industry or type of customers

Customer Service



1 Be a great listener

Listen intensely, ask questions and summarize the answers of your customers. This shows that you care and want to offer the right solution

2 Great communication skills

Learn how to effectively communicate with your customers. Know when to listen, when to speak and how to speak

3 Keep your promises

Develop the ability to manage expectations. Stay up-to-date with company policies to ensure that any promise you make for a customer can be delivered

4 Become an expert

Learn everything about each product and services that you are selling. Spend time on studying the product as well as the various solutions you are offering for various circumstances

5 Friendly and compassionate

Your friendly and caring attitude will surely help in creating the right atmosphere for coming to the best solutions



Excellent



Average



Poor