

# THE 10 GOLDEN RULES OF CUSTOMER SERVICE

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**customers are the  
bread and butter of  
every company.  
Customer service must  
be a top priority.**



# KEYS TO EXCELLENT CUSTOMER SERVICE

THREAT YOUR CUSTOMERS THE WAY YOU WOULD LIKE  
TO BE TREATED

THE CUSTOMER IS ALWAYS RIGHT

RESPECT CUSTOMER'S TIME

be a great  
listener







**the customer is  
always right**

**customers are  
very sensitive  
and know  
whether or not  
you really care  
about them**





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graph LR; A([Anticipate Needs]) --> B[Customers don't buy products or services]; A --> C[They buy good feelings and solutions to problems]; A --> D[Most customer needs are emotional rather than logical];
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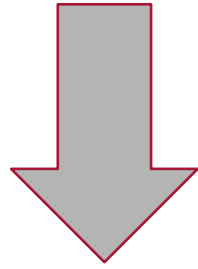
## **Anticipate Needs**

CUSTOMERS DON'T BUY  
PRODUCTS OR SERVICES

THEY BUY GOOD FEELINGS  
AND SOLUTIONS TO  
PROBLEMS

MOST CUSTOMER NEEDS  
ARE EMOTIONAL RATHER  
THAN LOGICAL

## Get regular feedback



1. encourage and welcome suggestions about how your company could improve.
2. make sure your website has an easy-to-get-to contact page







## HELP CUSTOMERS UNDERSTAND YOUR SYSTEMS

take time to explain how your systems work and how they simplify transactions.

answer on all questions of interest to the customer .

tell them about all the services offered



Give more than  
expected

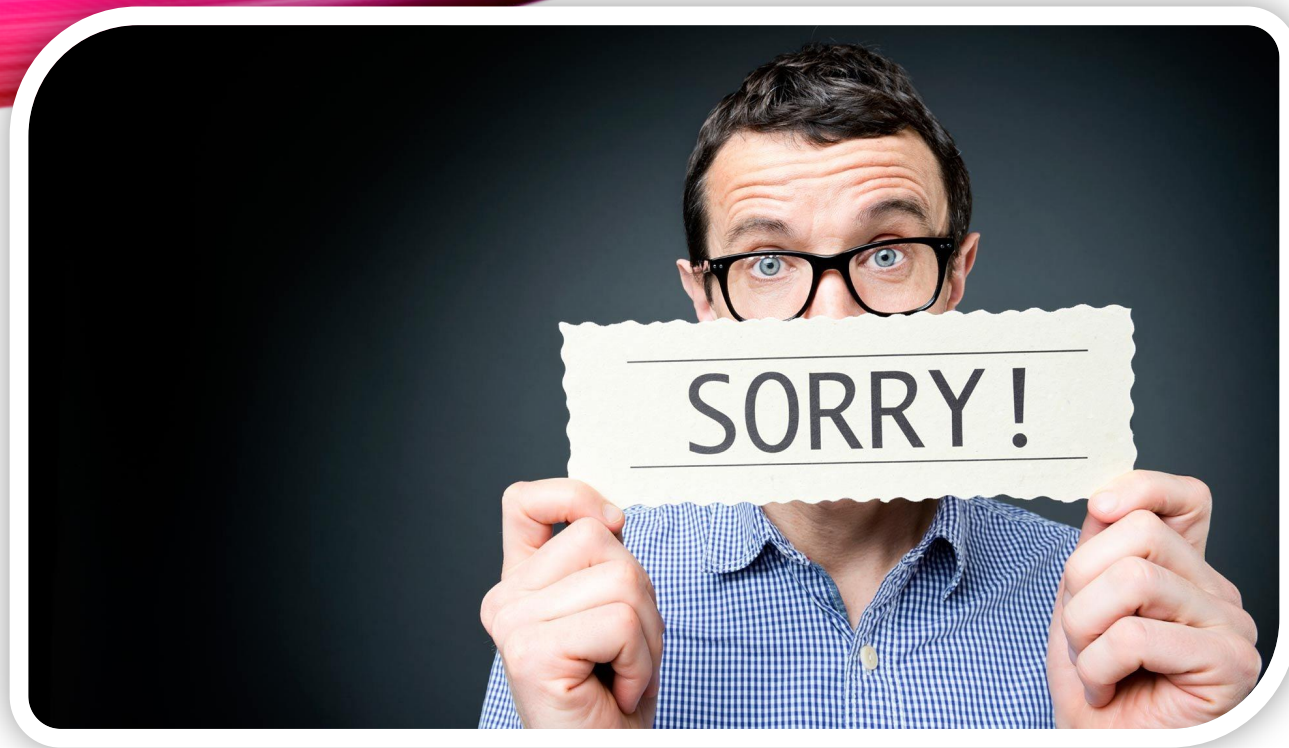


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graph LR; A[Give more than expected] --- B[What can you give customers that they cannot get elsewhere?]; A --- C[What can you give customers that is totally unexpected?]; A --- D[What can you do to follow-up and thank people even when they don't buy?];
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What can you give customers that they cannot get elsewhere?

What can you give customers that is totally unexpected?

What can you do to follow-up and thank people even when they don't buy?



Know how to apologize. When something goes wrong, apologize

# 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.
- YOU SHOULD NOT DENY CUSTOMERS





CUSTOMER SERVICE IS A HIGHLY IMPORTANT  
PART OF EVERY BUSINESS



BE  
AWARE



MAKE IT  
YOUR  
PRIORITY