5) **Make customers feel important and appreciated** - Treat each customer as an individual. Always use their name and find ways to compliment them, but be sincere. People value sincerity, it creates good feelings and trust. Think about ways to generate good feelings within your client about doing business with you. *Customers are very sensitive and know whether or not you really care about them.* Thank them every time you get a chance.

6) **Respond to clients as soon as possible** - Speed is everything, especially when a client is requesting something that’s time-sensitive. Try to reply to your clients as soon as you can. Procrastinating on a response to a client’s email, phone call or voicemail doesn’t help anyone; you’re going to have to reply eventually, so why not do it as soon as possible?

7) **Go the extra mile** – Don’t only stop at helping to find a solution to a problem, follow up with the client after to ensure that every is ok. Help customers beyond just pointing out which isle the products are in, take the customer to the products. Share helpful information about the products, people love to get more than they thought they were getting.

If you apply these few simple rules consistently, your business will become known for its good customer service. And the best part, over time, good customer service will bring in more new customers than promotions and price slashing ever did.

SJPP Liaison Office

“Enter Work With Skills”
What is Customer Service?

Customer service is the support you offer your customers both before and after they buy your product, which helps them have an easy and enjoyable experience with you. Customer service handles company issues in stores, over the phone and even by email.

The Importance of Good Customer Service

Customer service is extremely important in order to maintain ongoing client relationships, which is necessary to continue revenue. It is vital to an organization because it is often the only contact a customer has with a company. As customers, we all love great service and in today's world it is considered the number one contributing factor in deciding to do business with a company. Which then means that the traditional competitive advantages of price, location and product are disappearing. We have all experienced bad customer service at some time, and news of bad customer service reaches twice as many ears as praise for good customer service. When they share their dissatisfaction about bad service from a business, it will discourage potential clients from doing future business and replacing loyal customers is very costly to an organization.

Your customer service is your company’s reputation, so if the service you provide is poor, that is what people will know you by. Whereas, giving great service will even minimize your marketing and advertising cost due to loyal customers spreading good reviews of your company.

Customer Service Tips

The way your customers feel towards you is important. The more you show you care about them and you’re genuinely interested, the more they’ll likely want to continue working with you. With that in mind, providing good customer service to your clients should naturally be a major priority in your day-to-day schedule. Listed below are a few suggestions and tips to ensure you are treating your customer well:

1) **Listen to your customer** - Listen carefully and effectively to what they are saying and the tone of their voice and watch their body language. Don’t be preoccupied with other things, give them your undivided attention.

2) **Body language is key** - When you are one of the faces of the company, out front dealing with customers, be sure that your body language conveys sincerity. Your words and actions should correspond with each other.

3) **Be reliable** - Reliability is one of the keys to good customer service. If you say, “Your new appliances will be delivered on Tuesday”, make sure it is delivered on Tuesday. Otherwise, don’t say it. The same rule applies to client appointments, deadlines, etc. Think before you give any promises because nothing annoys customers more than a broken one.

4) **Be informed** – Make sure that you know about product features and about the benefits offered by the goods and services you provide.