

The 5 Golden Rules of Customer Communication

Be mindful of these 5 principles.
Your customers will be more satisfied, and so will you!

1. BE WARM

- Establish a friendly tone — pleasant, personal, and natural.
- Avoid scripted, insincere interactions and complicated greetings.
- Treat your customers like individuals — not numbers.
- Put yourself in the customer's place.

2. BE COURTEOUS

- You can't overuse *Please, Thank you, or You're welcome.*
- Ask permission before putting someone on hold or on speakerphone.
- If customers are upset, angry, or rude, give them the benefit of the doubt.
- Be considerate.

3. BE RESPONSIVE

- Return calls and e-mails in a timely manner ... *every* time.
- Listen without interrupting. Then, in your own words, repeat back what the customer said to confirm your understanding.
- Never rush through a call or ask customers to call back later — ask if you can call *them* back.
- Acknowledge people's efforts and viewpoints.

4. BE POSITIVE

- Control the interaction for the better. More than *60%* of customers stop doing business with a company if they have a bad call center experience.
- Use positive words and phrases. Tell people what you *can* do.
- Never tell customers that the problem is their fault — or that you disagree with the company.
- Be optimistic; attitudes are contagious.

5. BE PROACTIVE

- Go "above and beyond" what is expected of you.
- Ask customers for input and pass it on. Find out what they like and don't like.
- Reach out to customers — don't always wait for them to come to you.
- Treat others as you would like to be treated.

For further information on scheduling an On-Site seminar in your area, call

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Customer Service Tips

