

10 Tips for Creating World Class Customer Service

Creating world class customer service is at the heart of business success. Through almost 50 years of achieving breathtaking performance improvements for our clients, Sewells has unique insight into the skills and techniques to create a culture of excellence in customer service. We would be delighted to share these insights with you – just call us on 01244 681068. In the meantime here are our Top 10 Tips to get you started:

1. Companies don't help customers – people do

There is no way that the quality of customer service can exceed the quality of the people who provide it. Invest in your employees – if your staff feel valued, so will your customers.

2. Create a culture of excellence

Be the best in everything you and your organisation does. Develop a reputation for not accepting anything less. Winning organisations are always raising their standards. If you aren't pushing to do better than yesterday, your customers will find someone who is.

3. Make every decision with your customers in mind

Ask yourself "What do our customers really want?"; "Do they like what we're doing?"; and "Would they like this type of product/promotion?" Change the way you look at things – forget what you want to tell/sell them and focus on what they are looking for. The best way to find out what your customers want is to ask them!

4. Consistently deliver beyond expectations

Surprise – and delight – your customers by providing them with more than they expect. It's the WOW factor that makes the difference.

5. Imagine you are a customer

Remind employees what it feels like to be a customer – it's simple to 'think of yourself as a customer'.

6. Keep everyone in the loop

Effective internal communications are vital to ensure consistency of approach, standards and messages.

7. Always give customers the benefit of the doubt

Create customer loyalty by a generous and accepting approach.

8. Empower your employees to do the right thing

Your staff need to operate with confidence, knowing that they will be supported in the decisions they make.

9. Make customers a priority

Demonstrate the importance of customers by including customer relations issues in all aspects of your business planning.

10. Find out what customers think of your organisation and its service

Customers appreciate being asked their opinions – it shows you value their custom and helps to build relationships. The key to effective customer relationships isn't just in winning customers – it's in keeping them. It takes 17 times more effort and investment to win a new customer than to generate repeat business!

If you need help in creating world class customer service, just call us on 01244 681068 or email us at sales@sewells.com – our reputation in achieving outstanding results for our clients over the past 50 years is unsurpassed.