

## **What You Can Personally Do To Improve Customer Service In Your Business**

Every business that wants to stay competitive needs to offer the best possible customer service. Otherwise it is all too easy to lose customers to competitors who provide them with better service. The quest for great customer service is, in many cases, long and difficult though. In this article we'll go over a few ideas on what you, the business owner, can do to improve the customer service in your company.

The first step is getting involved personally, if you aren't already. Many business owners step away from customer service in order to grow their business, letting employees handle it for them. That's a good thing, but it also removes you from seeing the issues that come in on a day-to-day basis. It may therefore be a good idea to do some customer service work yourself every once in a while, perhaps once a week or once a month. That way you can see with your own eyes which areas that need improving and what you're already doing well with.

You also need to start accepting responsibility for everything that happens in your company, including customer service incidents. Even if they're not directly caused by you, as a business owner it is still your responsibility, and it should be you who apologizes to the customer and lets them know that you value their business. Trying to put the blame on somebody else will only make both you and your company look bad, and that's probably the exact thing you're trying to avoid.

As a business owner, you also need to make sure you always deliver on your promises, whether they're made to a customer or an employee. No one likes a person who doesn't keep their promises, and it can cause big issues if people start seeing you that way. The best way to avoid this problem is always being careful before promising things to people.

Finally, you should make sure you always reward those employees who work in customer service for good performance. Keep in mind though that a high number of resolved cases doesn't necessarily correlate with high customer satisfaction, so it's often a good thing to base rewards on customer surveys

instead. For best results the rewards and bonuses should be quite substantial - no one is going to work harder to get a \$10 gift at the end of the month.

These were just a few ideas on what you can personally do to improve customer service in your company, even if you have staff to handle most of it. In the end a lot of it boils down to treating people well and simply doing your job as a business owner.