

4 Key Aspects Of Excellent Customer Service

Excellent customer service is a rare thing. Many businesses are too busy trying to maximize their profits in the short term to consider the long term implications of not prioritizing customer service. The truth is that providing stellar customer service doesn't have to be too difficult, or costly. Here are a few simple things that most companies can do in order to improve their customer service:

Respond quickly

This is arguably the most important part of a customer service process that generates high customer satisfaction. If a person can call up customer service and have a real person on the line within just a minute or so, they'll likely be quite impressed. Likewise if they get a fast response to an e-mail they sent. However, the opposite is also true - taking too long to provide a response will cause customers to become frustrated and angry with your company.

Human contact

These days everyone is scrambling to automate as many parts of their business as possible, including customer service. While much of it can actually be automated to some degree without sacrificing too much in quality, there will always be situations that call from the help of human support. It may be tempting to try to "hide" this option from customers, for example by making them go through a lengthy questionnaire before being able to talk to a real person, but that's just shooting yourself in the foot, and is bound to decrease satisfaction with your customer service.

Respect customers

Both you and your employees should do your best to respect customers, no matter what the situation is, or what they think of you and your company. Always remember to remain calm and never let your emotions take charge, even if a customer is pushing all of your buttons. If it's a situation that just cannot seem to be resolved, offer them a refund and "fire" them as customers.

Treat your employees well

Keeping your customer service reps happy is essential if you want them to provide good service to your customers. If they get unhappy on the job, chances are they'll take it out on your customers and everyone loses. If, on the other hand, you compensate them appropriately for their hard work, and offer them a great work environment, it is likely that they'll treat your customers well and leave them with a positive impression of your company. If you decide to reward them for good performance, make sure you're measuring actual customer satisfaction, not just number of cases resolved (as that can lead to rush jobs that don't hold up well quality-wise).