

## **The Ultimate Customer Service Checklist**

- ✓ Smile – it costs you nothing and goes a long way
- ✓ Keep emotions in check.
- ✓ Be patient
- ✓ Use your name – ask & use their name – it makes the customer happier just to hear it
- ✓ Use positive, encouraging language
- ✓ When in doubt: Less stuffy, friendlier
- ✓ Offer 'self-service' whenever possible
- ✓ Know your product Know your website Know your customer
- ✓ Make yourself available on as many channels as possible
- ✓ Respond quickly
- ✓ Be as transparent as possible with your customers
- ✓ Respect every customer and make it apparent
- ✓ Test your own customer service by calling with a problem
- ✓ Ask for feedback at every natural opportunity
- ✓ Convey customers' importance by giving them your full attention
- ✓ Give or do more than customers expect
- ✓ Know when to apologize (and how to do it)

- ✓ Be proactive when possible
- ✓ Put yourself in the customers' shoes
- ✓ Allow customers to “blow off steam” before offering a solution
- ✓ Spend at least 50% of your time listening
- ✓ Ask questions to clarify when you're uncertain
- ✓ Talk about the follow-up – explaining the steps you are going to take
- ✓ Make it easy for customers to complain or speak up about bad experiences
- ✓ Highlight or showcase positive customer comments
- ✓ Help callers/visitors as quickly and thoroughly as possible
- ✓ Understand who can authorize actions or changes
- ✓ Be willing to learn