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## 5 Tips For Customer Service Success

- 1. Personalization is EVERYTHING.*
- 2. Automation may save you time, but not customer relationships.*
- 3. Be PROactive, NOT Reactive.*

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4. *When you have failed, Follow in Disney's Footsteps and H.E.A.R.D.*
5. *Every customer is not a perfect customer for You!*



1. Personalization is everything. Genesys completed a survey of over 9,000 consumers and their findings were that consumers (OVER 40%) felt their number 1 NEED from a vendor was personal human interaction that they can understand.

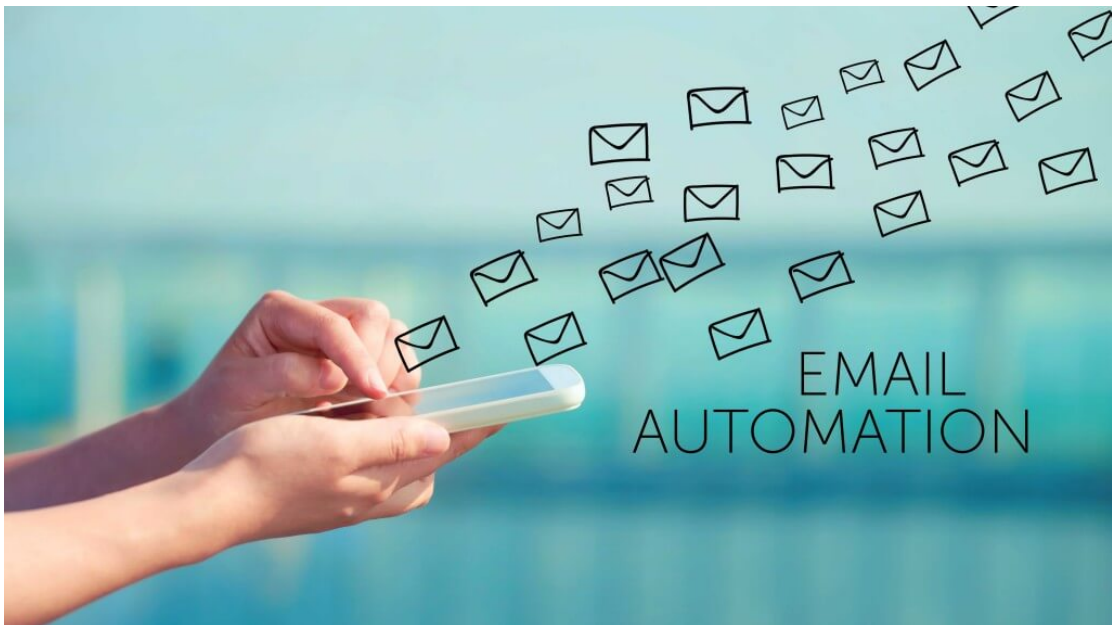
Even in today's tech-driven society, human beings still want human interaction. If they call, they don't want to deal with animated versions of people. They want to speak with human beings in their own language that they can feel comfortable with that a positive outcome can occur. Scratch the language line and .25 cent an hour overseas customer service and pay the extra for a local customer service rep to

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answer calls and help your clients. That personal “local” touch will go a long way.

2. Automating emails is a great time saver but you can not automate relationships. You need to ensure that there is always someone on one connection with the customer. You can not build a relationship with email



automation, not a true one anyway. So be sure that if you receive a response from a customer you respond by personally sending an email outside of your automation cycle, or you give them a call.

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Also, when sending email automation it is VITAL that you use THEIR NAME and YOURS always. Even in automation, a level of personableness is crucial. A survey by Braxus showed that 39 % of consumers will open an email if their name is in the subject line. That small token of personal touch goes a long way! In the same survey, it showed that OVER 60% of businesses EXPECT and RESPECT a company more when an email is followed up with a phone call. Again, that personal interaction goes a long way!<sup>3</sup>. Many companies, once a problem occurs, will wait for their customers to contact them and proceed accordingly. This is called being REACTIVE and it is simply a BAD BUSINESS.

Being proactive means, if you see an issue, immediately notify your customers, make them aware of the situation, tell them how you are

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handling it. I promise you this will go a long way with your customers! It tells them that you are paying attention, that your showing transparency and honesty and sharing the process with them. Making them a partner instead of an outsider.

4.



Disney used this wonderful acronym when serving their customers who were less than satisfied with their experience.

H.E.A.R.D.

- Hear
- Empathize
- Apologize
- Resolve
- Diagnose

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If you follow this method you will not only more then likely save the relationship, but it will give you a chance to strengthen it.

5. Think about this, was every date you ever went on with a potential marriage partner? Was every person you ever met, a potential best friend? Was every interviewee made for you to hire? No, and not every customer is a good fit for your company either.

Do not be afraid to let some clients go for the good of all. Constant complainers who no matter what you do, will never be satisfied. Ones that make threats every other day if they don't get exactly what they want. Clients that demand discounts and freebies constantly. Do not discount the

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value of your company by keeping that mentality of the customer around. Be selective and it will improve the value of your overall business.

BONUS: One extra bonus tip before we close, the very best person to help you improve your customer service is your customers themselves! Simply send them an email or give them a call and ask them. 9 times out of 10, they will freely tell you how you are doing and how you can improve. If you decide to send an email or give them a call, keep in mind they are busy too, never ask more than 3 to 5 questions. Also, once you ask, you can not UNask. This simply means, if they make you aware of problems, be prepared to fix them.



**Just Ask.**

Just starting to enforce one of these at a time will make a difference in your overall customer service branding. Until next time, we wish you continued success and prosperity in 2019 and beyond.

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