



How to provide
OUTSTANDING
customer service

Giving great customer service

should be the number one priority for any business.

After all, your business relies on making sales to people. Without customers you don't have a business.

Happy people spend more with you, buy from you more frequently and will be an endless source of referrals to your business.

Yet so many business owners struggle to keep their customers happy. Here are our 10 favourite methods to keep your customers delighted and coming back for more.



Tip One

Be A Good Listener



Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying.

Listen to their words, the tone of voice, body language, and most importantly, how they feel. Beware of making assumptions - thinking you intuitively know what the customer wants.

Do you know what three things are most important to your customer?

Effective listening and undivided attention are particularly important when meeting with clients. You need to ensure you fully understand what they need from you.



Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical.

The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you are aware of problems or upcoming needs.

Tip Two

Identify & Anticipate Needs

Treat people as individuals, not as just another number.

Always use your customer's name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust.

Think about ways to generate good feelings about doing business with you.

Customers are very sensitive and know whether or not you really care about them.

We all like to feel appreciated, so thank your customers every time you get a chance.

Tip Three

Make Customers Feel Appreciated





Tip Four

Body Language

Only 7% of communication is what you actually say.

The rest is a combination of body language and our tone of voice.

It is therefore essential that your body language conveys sincerity. Your words and actions should be in harmony with each other.

Tip Five

Understanding Is Crucial



Help customers understand your systems.

Your organisation may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry.

Take time to explain how your systems work and how they simplify transactions.

Be careful that your systems don't reduce the human element of your organisation.

Make it as easy as possible for customers to get to grips with your system. Maybe look at providing some free training, or have an open event at your premises where you can demonstrate first hand how your systems work.



Always look for ways to help your customers.

When they have a request (as long as it is reasonable and within your capabilities) tell them that you can do it.

Look for ways to make doing business with you easy. Always do what you say you are going to do.

Tip Six

The Power Of "Yes"

Tip Seven

Learn To Apologise



We all make mistakes from time to time. It's only human to occasionally get things wrong.

When something does go wrong (and it will!), apologise.

It's easy, and customers will like you more for being humble enough to acknowledge your mistakes.

Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints.

As much as we dislike it, it gives us an opportunity to improve. Even if customers are having a bad day, go out of your way to make them feel comfortable.

Since the future of all businesses lies in keeping customers happy, think of ways to elevate yourself above the competition.

Ask yourself the following questions:

What can you give customers that they cannot get elsewhere?

What can you do to follow-up and thank people even when they don't buy?

What can you give customers that is totally unexpected?

Looking for ways to go over and above what customers expect to receive is a guaranteed way to keep them coming back for more.

Tip Eight

Exceed Expectations



Tip Nine

Get Regular Feedback

Don't presume you know how your customers feel!

Ask them instead. Encourage and welcome suggestions about how you could improve.

Listen carefully to what they say and check back regularly to see how they feel when you implement what you have learned.





Your employees are often the main people dealing with your customers, and they too need a regular dose of appreciation.

Thank them and find ways to let them know how important they are. Treat your employees with respect and chances are they will do the same for your customers.

Keep your staff happy and they will look after your customers.

Tip Ten

Keep Staff Happy

Giving great customer service

is easier than most people think.

It's sad that so many business owners get it wrong when it really doesn't take too much effort.

Remember that a happy customer will be one of the best sources of referrals you will ever have, and will help your business to prosper.

If you would like to know more about how to get ahead in business then please get in touch. One of our friendly team would love to have a chat with you and explore ways we can help you and your business.

