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Customer Service Training Tips

By LeeAnna

Good customer service is the best way to keep customers coming back to your business. super

stores that have hundreds of employee's, these companies do not give their workers enough incentive to be customer friendly, and they don't seem to insist their employees use the customer training tips that are provided during their training. Businesses always supply new employees with their own customer service training tips in the beginning but they seem to forget them after being employed for awhile. Maybe stores and businesses should make their employees go through a refresher course and re-learn the customer service training tips that were given to them in the beginning. Training your employees in the art of customer service can be the least expensive improvement you can do. Make sure your employees have good people skills and that they enjoy working with people. One nasty person with a bad attitude can ruin a small business faster than a hold-up. Here are some customer service training tips that may help your employees.

Some customers are just plain difficult. They are always complaining, they are picky, know-it-alls, faultfinders, constant complainers, unreasonable, demanding. There's no way you can avoid them so you have to learn to deal with them. Angry people cannot rationalize because they are so wrapped up in the emotion of anger that anything you say gets filtered through their emotion. Rationalizing, problem solving, listening, and negotiating are all left-brain activities and your angry customer is stuck in the right side of the brain, and therefore cannot be expected to rationalize with you. Here are a few more customer service training tips.

Believe it or not the best way to diffuse a situation with an angry customer may be cleared up with two little words. "I'm sorry." Recent research shows that more than 50% of customers who have voices a complaint never get an apology. It doesn't take a rocket scientist to realize that most people just want to be acknowledged, and when they get ignored and treated like they don't matter and their opinion means nothing. One of the better customer service training tips I found is saying "I'm sorry," can make all the difference in the world.

I don't believe in the saying the "customer is always right." No their not always right, and there are those that make themselves feel superior by belittling others. Being courteous to customers does not mean you have to accept abuse from them. Nobody deserves to be treated badly, but unfortunately

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there are those who go out of their way to do so. Saying things like, "Thank you for letting me know that you're unhappy with..." will usually calm even the meanest customers and the nicer you continue to be with them, the calmer they get, this is a very good customer service training tip. Try it a few times it really works. There's also another saying that goes: "You don't have to show up to every fight you're invited to."

Leeanna is an expert author who writes for customer service training tips

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How To Kick Your Customer Service Up A Notch

By Rosanne Dausilio, Ph.D.

How To Kick Your Customer Service Up A Notch!

Welcome to the inaugural issue of Human Tech Tips — Tip #1. How do we take your customer service and kick it up a notch?

This is a big question so where do we begin?

As an overview, it's a given that the answer is three-fold: People, Process, and Technology. Let me say right from the start, my bias is on the people side.

My questions for you to ponder are:

- 1) Do you collect and measure any data? After all, what gets measured gets managed, and what gets managed gets better.
- 2) Do you have customer satisfaction statistics? And if yes, how and where are you getting them?
- 3) Do you have ongoing training in place – not sales training – not product training – not protocol or rules and regulations training but true relationship building skills training?

Let's address the first question. Just because your system has metrics available to you doesn't mean you need to use all of them.

My advice is to start at the end. What are you trying to achieve and what measurement would absolutely reflect that achievement? Then that's what you want to measure. The first time you measure gives you a baseline, a benchmark, to use for charting your progress 1 month, 3 months, 6 months down the line. You're not comparing yourself to any one but yourself so it's fairly accurate. Yes, there are environmental or economic or seasonal issues, but you're getting a pretty truthful snapshot.

As an example, lots of companies measure length of call. Yes, this is a useful statistic. But if you are committed to customer service, then I would suggest first call resolution is more important than length of call. Southwest Airlines is committed to quality customer service and they don't even calculate

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length of call.

We'll cover question #2 in the next Tip and so on.

If you have questions or tips you'd like covered, please feel free to email me at

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Rosanne D'Ausilio, Ph.D., industrial psychologist, master trainer, best selling author, is president of Human Technologies Global Inc, a full service training organization specializing in human performance management providing needs assessments, instructional design, and live, customized, world class customer service skills training across industries. Also offered is university certification of agents and/or facilitators from Purdue University's Center for Customer Driven Quality.

Known in the industry as the 'champion for the human,' Rosanne is the author of Wake Up Your Call Center: Humanize Your Interaction Hub, 4th edition, Customer Service and The Human Experience (co authored with Dr. Jon Anton), and her latest Lay Your Cards on the Table: 52 Ways to Stack Your Personal Deck (now with a 32-card deck) all available at

www.human-technologies.com

. New is her

'tips' newsletter on How To Kick Your Customer Service Up A Notch at

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She sits on the advisory board of Help Desk Professional Association, is a columnist for TMCnet.com on Call Center Training, and represents the human element for an Italian Software Company's advisory board, as well as being a dynamic, much sought after keynote speaker.



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