

Laws of Customer Service

- 1 Return calls immediately.**
Time is valuable. Quick response times shows your clients that they are important.
- 2 Set an expectation on a task and beat it.**
Under-commit and over-deliver is the best way to deliver outstanding customer service.
- 3 Deliver on your promises.**
If you say you are going to do something, Do It.
- 4 Listen. Understand. Repeat. Diagnose. Solve.**
When presented with a problem, do not get defensive. Seek to understand the problem and concentrate on solving it as quickly as possible.
- 5 Relationships make sales.**
Stop selling - Start building.
- 6 Problems don't disappear, they escalate.**
Prioritise them.
- 7 Every client is important.**
It is much easier and cheaper to keep a client, than to find a new one.
- 8 Communicate regularly.**
Keep your client up to date. Do not leave them in the dark.
- 9 Follow-up.**
Is your client happy with the product or service?