



REGISTRO PROFESIONAL
DE TENIS

Customer Service

8 Simple Rules

Customer Service

- Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.
- Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

- If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue.
- How do you go about forming such a relationship? By remembering the one true secret of good customer service and acting accordingly; "You will be judged by what you do, not what you say."
- Providing good customer service **IS** a simple thing. If you truly want to have good customer service, all you have to do is ensure that your business consistently does these things:

Answer your Phone

- Get call forwarding or set up your voice mail.
- Hire staff if you need to. But make sure that someone is picking up the phone when someone calls your business. (Notice I say "someone". People who call want to talk to a live person, not a fake "recorded robot".)
- If someone leaves a message you must call them back as soon as you are able. We live in an 'immediate' society and people now expect you to respond 'immediately'.

Don't make promises you can't keep

- Keep your promise don't just plan to keep them, keep them.
- Reliability is one of the keys to any good relationship, and good customer service is no exception. If you say, "Your new racket will be delivered on Tuesday", make sure it is delivered on Tuesday. Otherwise, don't say it.
- The same rule applies to client appointments, deadlines, etc.. Think before you give any promise - because nothing annoys customers more than a broken one.

Listen you customers

- There is nothing more exasperating than telling someone what you want or what your problem is and then discovering that that person hasn't been paying attention and needs to have it explained again? From a customer's point of view, I doubt it.
- Listen to your customers
- Let your customer talk and show them that you are listening by making the appropriate responses, such as suggesting how to solve the problem.
- Listen and respond.

Deal with complaints

- No one likes hearing complaints, and many of us have developed a reflex shrug, saying, "You can't please all the people all the time".
- Give the complaint your attention, you may be able to please this one person this one time
- Make it easy for people to 'complain'
- Encourage people to 'complain'
- Position your business to reap the benefits of good customer service.

Be helpful - even if there's no immediate profit in it.

- Added value to your customers
- Positive impressions
- Invest the time now, reap the rewards later
- Its not always about the bottom line

Train your staff (if you have any) to be always helpful, courteous, and knowledgeable.

- Talk to them about good customer service and what it is (and isn't) regularly. (Good Customer Service: How to Help a Customer explains the basics of ensuring positive staff-customer interactions.)
- Most importantly, give every member of your staff enough information and power to make those small customer-pleasing decisions, so they never have to say, "I don't know, but so-and-so will be back at..."
- Empower them to make decisions and back them up.

Take the extra step

- For instance, if someone walks into your club and asks you to help them find something, don't just say 'ask so-and-so'. Get the customer the information or help they need then wait and see if they have questions about it, or further needs.
- Whatever the extra step may be, if you want to provide good customer service, take it.
- They may not say so to you, but people notice when people make an extra effort and will tell other people.

Throw in something extra.

- Whether it's a coupon for a future discount, additional information on how to use the product, or a genuine smile, people love to get more than they thought they were getting.
- Don't think that a gesture has to be large to be effective. Re-gripping a racket everytime you re-string it is a small thing, but so appreciated.

Summary

- If you apply these eight simple rules consistently, your business will become known for its good customer service.
- The irony of good customer service is that over time it will bring in more new customers than promotions and price slashing ever did!