

What is Excellent Customer Service?

- Define your customer service values
- Have skills, knowledge and confidence to deliver excellent customer service
- Have the right resources, processes in place
- Know your customer – listen and learn – survey them
- Communicate with your customers
- Personalise your correspondence
- Think “you”, not so much “we” and “I”
- Be flexible
- Reward loyalty
- See complaints/criticism as an opportunity to improve
- Say “*thank you*”

