

How to Provide Excellent Customer Service and Drive your Sales



Did you know?

- The average business loses 10% of its customers each year.
- It costs approximately 6 times more to find a new customer than it does to satisfy and retain your current customers.
- A 2% increase in customer retention has the same effect on profits as cutting costs by 10%.
- 68% of customers leave because they feel an attitude of indifference towards them as the customer by either the owner, manager or employees of a business.



What is Customer Service?

- Customer service can be defined as, “An organisations ability to meet their customers needs and wants”
- What are a customers basic needs?
 - Personal Recognition
 - Courteous Treatment
 - Respect
 - Empathy
 - Understanding
 - Patience
 - Professionalism



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What is bad customer service?

- Some examples include:
 - Being ignored when looking for assistance.
 - Feeling pressured or rushed into making a decision.
 - Looked at like an idiot for not understanding what the other person was saying.
 - Lack of caring or understanding about the customers situation.
 - Being made to feel like you are a chore, not a client to the business.

How do you communicate with your clients?



- Face to face
- By phone
- By email
- Other



Opening the call / initial greeting

- First impressions count – you only get one chance at them!
- Quality standard – use first 3 or last 3 parts:
 - 1. Good Morning/Afternoon
 - 2. Welcome to “Company Name”
 - 3. This is (your name)
 - 4. How may I help you?



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Who are your customers?



- Do you know how many customers you have?
- Do you know what your customer retention rate is?
- Do you know if you have any customers 'Championing' your business?



The desired result of exceptional customer service is when you customers 'Champion' you and your business



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To register your interest in the
full day Customer Service
Workshop or if you would like
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Any questions?



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Thank you for your attendance – now go out and wow your Customers with your exceptional Customer Service skills and improve your bottom line!



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