

# Customer Service Skills



Think about the time you had bad customer service, how did you feel and react? What did you expect as a customer from that business or for that service?

As a business providing a service and products what are some of the skills you can train your staff to improve their customer service.

The following are some points to think about to help understand and improve customer service.

**What is customer service?**

Customer service is the act of taking care of a customer’s needs by providing and delivering professional, helpful, high-quality service and assistance before, during and after the customer’s requirements are met. Simply, meeting the needs and requirements of any customer.

**Why is customer service important?**

Good customer service leads to repeat business, referrals and improves your company’s image and goodwill. If a customer has a bad experience, this can lead to loss of business. Remember good customer service is a revenue generator for your business.

**What are characteristics of good customer service?**

Some of the key characteristics of good customer service include:

- **Politeness and Patience** – good manners are almost a lost art. Saying “hello”, “good afternoon”, “thank you” etc. are a part of good customer service. Customers are often confused and frustrated. Being listened to and handling them with patience helps alleviate their current frustrations.
- **Professionalism** – Use the skills expected of a professional, it shows that you have good manners and good business sense. Staff should have strong knowledge of the products and services they can offer the customers.

- **Personalisation** – good customer service starts with a human touch and being attentive. Personalise interaction, use the customer’s name when talking with them and remember specific things they have requested you to do for their move.
- **Product Knowledge** – the best customer service professionals have a deep knowledge of how their company products and services work.
- **Communication** – keep communication simple and leave nothing to doubt. The ability to communicate clearly is a key skill as miscommunication can result in disappointment and frustration.
- **Promptness** – delivery of goods must be on time. Delays and cancellation should be avoided. If there is a problem, let them know as most people are understanding.
- **Problem Solving Skills** – the ability to effectively listen to the customer’s problem, acknowledge and show empathy, offer an alternative, when agreed execute it and then follow-up with the customer that they are satisfied.