

The Do's and Don'ts of Customer Service

Do's

1. **Listen Actively:** Pay attention to what customers are saying and show empathy.
2. **Respond Promptly:** Address customer enquiries and issues quickly.
3. **Be Polite and Respectful:** Always maintain a courteous and professional tone.
4. **Provide Clear Information:** Ensure customers understand your products and services.
5. **Follow Up:** Check in with customers to ensure their issues are resolved.
6. **Empower Employees:** Give your staff the authority to make decisions that benefit the customer.
7. **Personalise Interactions:** Tailor your service to meet individual customer needs.
8. **Gather Feedback:** Regularly ask for and act on customer feedback.
9. **Train Your Team:** Continuously train employees on customer service best practices.
10. **Show Appreciation:** Thank customers for their business and loyalty.

Don'ts

1. **Ignore Customers:** Never ignore customer enquiries or complaints.
2. **Be Rude or Impolite:** Avoid being disrespectful, even if the customer is upset.
3. **Make Excuses:** Take responsibility for mistakes instead of making excuses.
4. **Provide Inconsistent Information:** Ensure all staff provide accurate and consistent information.
5. **Overpromise and Underdeliver:** Avoid making promises you can't keep.
6. **Lack Empathy:** Show understanding and empathy towards customers' concerns.
7. **Interrupt Customers:** Let customers speak without interrupting them.
8. **Fail to Follow Up:** Always follow up on customer issues to ensure satisfaction.
9. **Be Unavailable:** Make sure customers can easily reach you through various channels.
10. **Neglect Feedback:** Don't ignore customer feedback; use it to improve your services.



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