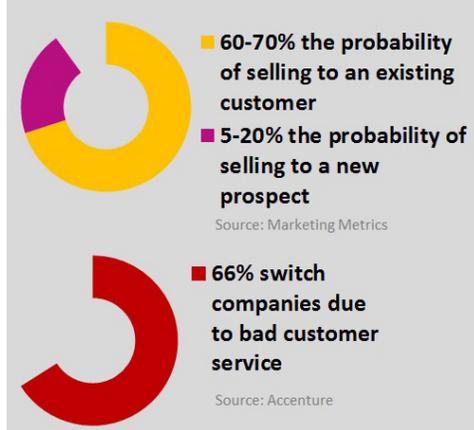


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Are You Looking to Improve Your Customer Service?

Every company says their customers are their #1 priority, yet, according to NewVoiceMedia (2015), businesses are losing \$62 billion per year through poor customer service.



To keep your customers coming back for more, businesses must provide a good product and high-quality customer service. This is necessary in today's competitive market. Bad customer service keeps customers away, damages the reputation of the company, affects employee morale and, ultimately, can cause the closure of a business.

Many businesses are willing to go the extra mile for each and every one of their customers. Little things can make a big difference to people and their experiences with your company. Develop these skills to win new customers and set your business apart from the competition:

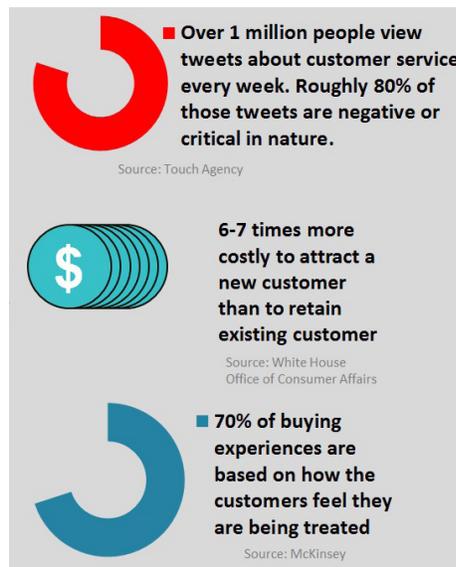
- 1. Know Your Product** – you need to know what you are selling, how your products/services work, how to answer the most common questions customers ask - an untrained staff who does not know the product well is likely to frustrate the customer
- 2. Be Friendly** – let the customer know he/she has been seen – smile, look like you care, listen to every customer request and complaint with empathy
- 3. Be Efficient** – listen and respond quickly – in these days of high speed life, customers look for an immediate response – deliver your service in the time frame

the customer expects – or better

4. Ask For Feedback – 25 out of 26 customers will leave without ever complaining; learn about the experience your customers have and about their needs by asking them what they think of your company, products, and services – and continuously improve based on what you learn from your customer feedback

5. Train Your Staff – provide training for all your employees, give them the tools they need to deliver good customer service and remember – customer service training never stops, there's always something to do to get better at delivering awesome support to your customers

Great customer service is the foundation of a business and essential in any industry or organization. It has an impact on existing and potential customers, keeps your customers happy and encourages them to purchase from your business again. According to author Pete Blackshaw, satisfied customers tell three friends, angry customers tell 3,000.



Having a good product without a great customer service won't bring you success. Although it can take extra resources, good customer service leads to building strong client relationships, and growing your business.

Sherry's Corner



Canada Day will soon be upon us. Recently returning from Europe I was pleased to hear of the good reputation Canadians have throughout the world. We are known as thoughtful, kind and generous people. Yes!

What are your plans to show your thoughtfulness, kindness and generosity as we step into our 150th year? Being in service to others says so much about an individual. Let us know what it is you plan to do to share yourself with others.

Please let me know – we are excited about this and will print what you plan to do (along with your name if you will allow it) on our website.

Email: sherry@dimension11.com

QUOTE

“Your customer doesn't care how much you know until they know how much you care.”

Damon Richards

Sherry Knight is President & CEO of Dimension 11 Ltd. Listen to Sherry every Wednesday, noon on CJTR 91.3FM (cjtr.ca). To receive Knight Views in your inbox, send an email to subscribe@dimension11.com. Comments and suggestions welcome. Sherry's on Twitter! Follow at: www.twitter.com/SherryKnightD11