



ORGANIZATIONAL GROWTH, INC

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STRATEGIES FOR EFFECTIVE CUSTOMER SERVICE

Developed by Nate Terrell, LCSW and Anita Foeman, Ph.D.

- 1) Always treat customers with the empathy, sensitivity and respect they deserve.
- 2) Let go of any judgments you have about customers so that you can be highly effective in helping them overcome the challenges they are facing.
- 3) Look to underlying principles such as fairness, integrity, etc. to guide you during your interactions with customers.
- 4) Focus on establishing as much rapport as possible with customers to put them at ease.
- 5) Use open-ended questions to develop effective communication with customers and determine how you can best assist them.
- 6) Listen carefully to customers and avoid making assumptions about their needs.
- 7) Always remain calm by “going to the balcony” during challenging interpersonal situations. Know that you always have a choice how you respond to others.
- 8) Disarm upset, angry customers by hearing them out, finding areas of agreement, asking them questions which force them to assess their behavior, lowering your energy, etc.
- 9) Do not personalize the behavior of customers who are frustrated, angry, etc or allow them to “push your buttons.”
- 10) Get “on the same side” of problems presented by customers so that you can work collaboratively with them to achieve resolution.
- 11) Maintain a creative approach to your work so that you are able to develop elegant solutions to problems.
- 12) Set viable limits with customers so that you are not taken advantage of.
- 13) Always go the extra mile with both external and internal customers.
- 14) When appropriate, own up for your part of a problem. A little humility usually goes a long way.
- 15) Continually develop your knowledge and skills so that you can maximize your effectiveness.
- 16) Find meaning in your work to increase your passion, energy, etc. and eliminate stress or burnout.

