

TOP 10 TRACK TRAINING TIPS

FOR CUSTOMER SERVICE EXCELLENCE!

1. Don't aim to satisfy customers with customer care – customers can be satisfied but still not return!
2. Aim to be different from your competitors by building rapport and developing genuine relationships with customers. *Products, prices* and *premises* may be similar but you can differentiate through *people!*
3. Surprise customers by looking for opportunities to make a positive impression by offering a bit more or going a bit further than expected
4. Focus on the total customer experience and aim to impress at every stage of the customer journey
5. Every staff/customer interaction is a “moment of truth” – an opportunity to impress, even if it is a complaint situation or a difficult customer! Surprise customers with your service recovery
6. Customer service starts at the top of the organisation – senior staff must visibly demonstrate excellent customer service in front of staff at every opportunity! (Lip service is not good enough)
7. “The service that we give to customers begins with the service that we give to each other!” Customer service excellence begins internally and there must be a focus on teamwork and the internal customer
8. Care for staff and they will care for customers. Front line staff must be motivated and inspired to provide service excellence. A positive working environment and positive people management is absolutely essential
9. Developing customer service excellence is about developing an organisational ethos with shared internal values. It involves everyone in a business – including part time staff, casual staff and volunteers and should not be a focus for frontline staff only
10. Sit still and you will be overtaken! The journey to customer service excellence is never ending – you must always be on the lookout to develop and improve your service performance