

# Suggestions for Improving Customer Relations

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Disgruntled customers can do much damage. Not only do they get nasty and make your lives miserable, but they also take their business elsewhere, jeopardizing your jobs. In addition, they bad mouth your company to anyone who will listen. In today's economy, companies with poor or mediocre customer service; eventually, close, regardless of how good their product is. Conversely, companies with excellent customer service thrive. Typically, they increase sales at the rate of 12% a year and market shares at the rate of 6% a year.

Obviously, as a customer service rep, you are a key player in your company's success. The more you develop your customer service skills, the more your company prospers and the better your raises, bonuses and job security. To improve your customer service skills, consider the following six suggestions.

1. Identify who your typical customers are and what they are expecting. For example, are they losing money because their service is down? Are they typically very emotional and overwhelmed? Have they ever been in a similar situation before? Do they comprehend their situation? The more you really understand your customer, the better you will be able to service them. Share your analysis with your supervisor to verify your accuracy.
2. With other inside sales, technical support or customer service reps, list the recurring service problems your customers are having. Identify any problems that are outside the control of your area and pass this list forward to your manager. Ask your manager how and when these issues will be resolved.
3. Keep a journal of the issues you have difficulty resolving for your customers. Examine

how you are currently dealing with them. Ask your supervisor for suggestions. Ask your peers.

4. Keep a journal of who your customers are for one week and make a determination whether you have met all their needs. If not, why?
5. If your company has a large product line, study fact sheets and marketing materials. Learn two new products a week. Customers quickly know whether the rep is confident and knowledgeable. If they aren't, customers escalate the call. Their time is too valuable to work with a rep who is constantly putting them on hold to access information.
6. Analyze your customer log and determine the customer you find hardest to satisfy. If it is a cultural issue, learn more about that culture by reading a book on diversity or taking a class in global communication. If it is someone who has no technical expertise, learn how to break things down into bite size chunks. Learn how to strip your explanations of technical jargon. Role play with your manager or another more experienced rep and get feedback on how you do.

Take your job as a customer service, technical support or inside sales rep seriously. Professional athletes, musicians or performers take being a professional seriously. They consciously work at improving their skills day in and day out. You should also. Soon, your efforts will pay off. Not only will your customers be happier, but you will feel more confident and comfortable in your role. Your job will suddenly become a job you love. Your supervisors will notice your efforts, and you will reap the reward you deserve.

*Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. To reach us, phone (847) 438-4480 or contact our web site, [www.ImpactCommunicationsInc.com](http://www.ImpactCommunicationsInc.com).*