

Guidelines for better Customer Service etiquette

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by Ahmed Wakaar Raja

One of the most important things in any service business is customer service. Customers are the lifeblood of the business. Happy customers with a smile on their face are more apt to refer a business to other potential customers. There are lots of books and articles being published about service marketing as around 80% of the world economy is now service based. In Bangladesh, the service sector is also growing rapidly and most of the business students are joining service companies i.e. banks, insurance, telecom etc.

Customer service etiquette should be integrated into every facet of an organization because providing superior customer service is the most effective way to differentiate a business from the competition. Each employee needs to be committed to provide excellent customer service to everyone they deal with. A small step is taken in this write-up to create simple practical guidelines stated below for the service people who regularly serve customers face to face.

Smile and greet

A smile with greeting properly is the first and best act while meeting valued customers. Smile actually has a great impact on our life. A smile gesture can make a huge difference. Smile makes one feel good. The little smile on our face also affects others as well. With a genuine smile and greeting, we can create a friendly and helping atmosphere and make the customer feel recognized and happy. This is the most effective practical tip any service marketer would suggest. A smile can create loyal customers.

Prompt in delivering service

We always say 'Customer comes first'. But we really have to practice this in reality. So we should never keep a customer waiting and should put aside everything else on order to serve the customer first. If we tell a customer that we are going to do something at a certain time, we have to make sure we do it. We have to make customers feel

comfortable, valued, and appreciated in every possible ways. We should always remember that 'delayed service equal to bad service'.

Knowing our Customers

We have to know our customers as we say 'Customer is the King'. Customers want personal attention. They want to be treated as individual, not as numbers. We must get to know our customers – their business needs, goals, and expectations. If possible, we can also remember valuable customers' names. We have to understand the customers and think ourselves in their position and treat them the way we like to be treated. When we are in tune with our customer, we have empathy. This means that we can identify and understand their situation, feelings and motives. We have to make them feel taken care of. If customers feel that they are ignored, they are never going to be loyal.

Respecting our customers

We need to treat customers with respect, fairness, empathy, and efficiency. Customers deserve respect and consideration. We gain trust of the customers by establishing the connection through eyes. The eyes are certainly windows to the soul. With our eyes, we communicate vast amounts of information. Eye contact demonstrates that we are engaged on the conversation. It says that the other person is important. Turning our body away from someone in conversation shows that we are not truly interested in what we have to say. We also have to deliver the same great service even if we are not feeling well, or we are having a bad day.

Responsive to customers

Everyone likes to be listened to and understood. When we demonstrate to our customer that we are interested and paying attention, they will like it. We need to listen actively for being responsive and for exceeding customer expectations. We should always try to resolve the customer's problem effectively

and timely. Early no solution and apologetic response is better than delayed solution. 100% quick response should be the motto.

Last but not the least, we have to ensure fairness in every dealing with the customers and support them in best possible ways. We have to be enthusiastic in delivering the prompt service, in providing them with needed information and in maintaining courtesy always to ensure consistent quality service. It is important to understand clearly how this comes into play with providing excellent customer service. It actually has to do with the perceptions of the customers. The customer is the one who matters. A happy customer is a returning customer. ■



Ahmed Wakaar Raja

The writer is currently working as an Assistant Professor of School of Business at American International University-Bangladesh (AIUB). He worked at several places both in Bangladesh and UK & taught in ten Universities on different areas of Business and IT. Wakaar is an engineer from Indian Institute of Technology (IIT) having an MBA from Luton Business School of UK.

He regularly participates at different seminars and TV channels as a resource person.