

How to Improve Customer Service

In this 5 minute Lesson, we will look at different ways to improve your customer service.

Welcome



In this Lesson, we'll discuss some tips and tricks on improving customer service.

Discussion Topics Include:

- Upgrade Your Words
- Be Better Than Average

- Employee Engagement

It should take about 5 minutes to complete this Lesson.

Tip: To continue, select the arrow on the right.

This Lesson is based off of a few of our favorite [Shep Hyken articles](#) on improving customer service. He is a customer service expert, professional speaker, and bestselling author.

For information visit www.hyken.com. Follow on Twitter: [@Hyken](#)

But first...

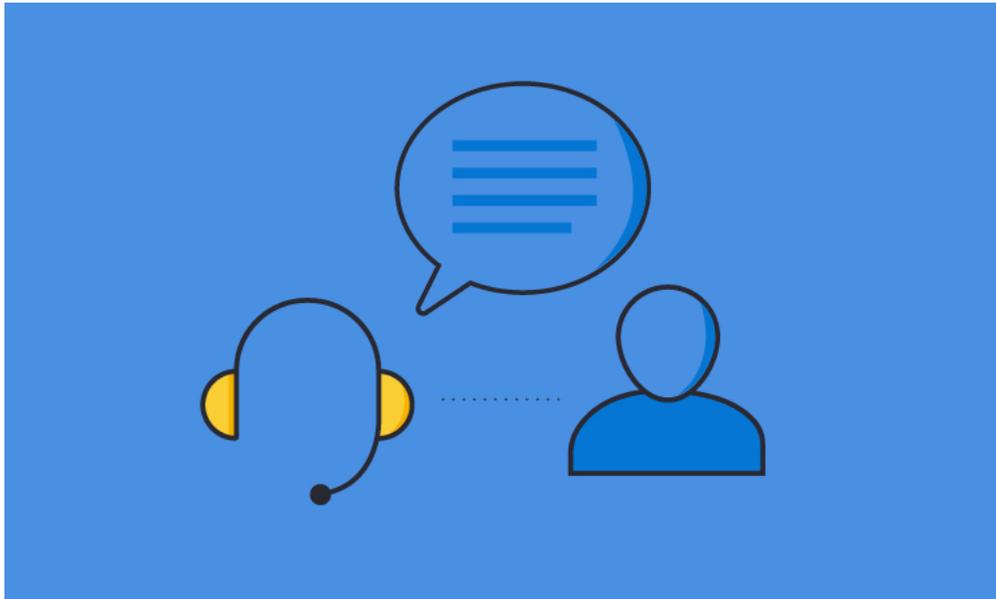
Before we continue, please answer this question

Required

What are some tips and tricks you use currently to help provide good customer service?

Tip: If you're interested in reading any of Shep Hyken's original articles, there is a link at the bottom of each of the following sections.

Upgrade Your Words



Certain words can completely change a customer service experience.

Example from Shep Hyken

On a recent business trip to San Diego, I was checking into a hotel. The girl working the front desk had to inform me that my room was not ready. She pleasantly offered to put me into a

different room, however the words she used ruined the customer service experience. She said:

“I’m sorry the room we pre-assigned you is not ready, but we could downgrade you to a different room and get you in right away.”

The word “downgrade” grabbed my attention, so I asked her what “downgrade” meant. Apparently, they had me in a corner room with a king size bed. Those rooms are just a bit bigger (not much) than the other rooms. She was downgrading me to a “non-corner” room with a king-size bed.

All of the rooms in this hotel are very nice. What she could have said was:

“I’m sorry the room we pre-assigned you is not ready. It was a corner room with a king size bed. You can wait until it is ready, or we can put you into another room with a king-size bed. It’s also a very nice room.”

I took the “downgraded” room, and it was perfectly fine.

Based on the article [Upgrade Your Words to Improve Your Customer Service Experience](#)

Be Better Than Average



Above Average Customer Service

The education of consumers is higher than ever, thus, your service has to be higher than most. **Your secret weapon is customer service.** For many companies it is their goal, yet not their reality.

Think about it. No business says, “Come do business with us, and we’ll treat you like dirt. We’ve got a great product, but don’t count on us for customer service. We don’t have great people. We hire the worst. We don’t answer the call promptly. We don’t return calls quickly. We’re not happy until you’re not happy.”

No business has that kind of a brand promise, they promise the opposite.

Here is the problem.

It’s execution. The intentions are there, but the ability to deliver falls short. It takes getting the right people with the right mindset to deliver what is not only promised, but what the [customer expects](#).

And, speaking of what the customer expects, their demands are higher than ever because they are educated. They see and hear advertising that promises good service. These ads depict people smiling and feeling good. Our customers want some of that! Companies promote it in their brand promise. Some deliver, but some do not.

It's not that all companies that don't deliver are bad, but they are just average. Creating [customer amazement](#) isn't that hard. You don't have to "Wow!" the customer all of the time. You simply have to be better than average – all of the time.

Based on the article [Secret to Amazing Customer Service: Be Better Than Average](#).

Tip: If you ever need to jump around a Lesson, just click the magnifying glass icon next to your Lesson's title. It will take you to the Lesson's Table of Contents.

Employee Engagement



Customer experience starts with employee experience, and your employees have to be engaged to improve service.

How to get employees engaged in your process, mission, and vision.

1. Hire right. You need the right people in the right jobs.
2. Properly train your employees – both technical and soft skills.

3. Recognize people when they are successful.
4. Celebrate success with the entire organization. Share great stories.
5. Create a learning environment. When employees do well, applaud them. When there is a mistake, make it a positive learning experience.
6. Recognize that everyone is involved in customer service. It is not a department, it is a philosophy.
7. Be polite and show respect. Say please, thank you and let your people know you appreciate their hard work.
8. Practice the Employee Golden Rule, which is to treat your employees the way you want your customers treated – maybe even better.

Based on the article [How to Get Employees Engaged in a Customer Service Program](#)

Tip: You can always refer back to this Lesson by going to your My Assignments tab or searching for it in your Learning Library.

Conclusion

Thanks for taking the time to complete this Lesson about improving customer service. Share these tips with your team to start building a reputation as a great customer service company.

Before you go, please answer the following questions.

What words do you use that might hinder your customer's experience?

Required

How can your company practice better execution with your customer service?

Required

Which of the following are ways to increase employee engagement?

Choose all that apply:

Hire right

Properly train your employees

Celebrate success

Be polite

Create a learning environment

Remember: To complete this Lesson and submit your responses, don't forget to click **Finish** on the right.

Additional Articles about Improving Customer Service:

[How to Think in Tough Customer Service Situations](#)

[How to Empower Employees to Make Good Customer
Decisions](#)

[Empowerment Leads to Great Service](#)