

Fast facts

about Customer Service





There is only one real boss - the Customer. And they can fire everyone in the company from the CEO down, simply by spending their money somewhere else.

78%

The percentage of customers that have bailed on a transaction/service or did not make an intended purchase because of a poor service experience

10X

On average, loyal customers are worth up to 10 times as much as their first purchase

2+

It takes 12 positive experiences to make up for one unresolved negative experience

2X

News of bad customer service reaches more than twice as many ears as praise for a good customer service experience

6-7X

It is 6-7 times more expensive to acquire a new customer than it is to keep an existing one

2 top

Reasons for business's losing customers:

- 1 - Customer feel poorly treated
- 2 - Failure to solve a problem in a timely manner

When dealing with difficult or unhappy customers, remember:

1. Adjust your mindset – put yourself in their shoes
2. Listen actively – let them vent
3. Repeat/paraphrase their concerns
4. Be empathetic & Apologise – “I’m sorry”
5. Present a solution – one they are happy with
6. Take action & Follow up!!
7. Use the feedback – so the same thing doesn’t happen again

Calm

Remember – chances are when dealing with an unhappy customer, they are not unhappy with **you** personally. So remain calm, & follow the steps on the previous slide.



Learn → Change → Improve

Treat customer feedback as a way to improve. Pass it on, and we can all learn!

B



Be a **Customer Service superhero**, by:

Building rapport, Listening, Asking questions, Using your manners/etiquette, Knowing the service, Promoting other useful services, Staying calm in conflict situations, Aiming to resolve enquiries on the first call