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CUSTOMER SERVICE

1. **Customer Service is everyone's responsibility.** In most agencies, everyone from the Executive Director to the Bus Aide provides customer service. Every employee helps contribute to the agency's reputation.
2. **Put on your "best voice" when talking on the telephone.** Putting a smile in your voice will help. Clerical staff must be trained to use this technique. How often have you called another agency and received a gruff reception? Have you thought about how often this may happen to your clients?
3. **Become an effective telephone listener.** If you do not listen closely you may not be able to understand what the call is about.
4. **Attitude is your key to success.** Attitude is everything. Your attitude is not only reflected by your tone of voice but also by your body language, facial expressions, and other non-verbal ways. Attitude is not fixed. The attitude you choose to display is up to you. Your attitude toward customers will influence their behavior.
5. **Ask your customers what they want.** Try a mail survey - ask questions about the services you provide, what else would customers want you to provide, how are you doing with the services you provide. Use a user friendly rating scale - ranking from 1 to 5, unacceptable to excellent. Keep it short.
6. **Make yourself available to your customers to hear their complaints.** Often times minor complaints become major issues because the customer did not feel they were being listened to or taken seriously. You can avoid these situations by spending time listening to your customers and addressing their concerns.
7. **Develop the philosophy "The Customers is Always Right."** Many major companies such as Macy's and Intuit hold this philosophy. You need to reinforce this philosophy with your employees on a regular basis.