



5 tips for developing a “World Class” customer service culture

Thank you for visiting our website www.auricas.com and downloading these tips selected from Auricas “World Class” customer service coaching. Your team may already be using some of them, some they may know but have got out of the habit of using regularly and some they may not have come across before. All these tips are proven to make a measurable difference to the customer service experience.

If you have any questions or would like to discuss – without any obligation – how your team could improve, please contact us.

Based on over 35 years of evaluating best and worst customer service practice, you’ll find our approach fundamentally different. By comparison we address a wide variety of factors likely to influence customer service – including what managers should and shouldn’t do – and provide a bespoke programme of coaching focused on the specific situations faced by the team in question.

The end result? Measurable increases in attitude, response and ability!

To find out more:

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1. **Customer Survey** – You only need to ask one question and should do so at least once per year – “How can we improve?”
2. **Who’s in charge of customer service?** – Answer? Everyone is! Ask this question around your company to gauge the scale of the problem.
3. **Problems improve customer loyalty** – Surveys indicate that customer loyalty is stronger when a problem is successfully resolved than if there was never any problems! Get everyone to see problems as a chance to impress.
4. **Delighted, not just satisfied** – Only satisfied suggests a rating of just 5-10; think about just being satisfied with a meal out. If your customers aren’t delighted, you risk losing them.
5. **Communication is vital** – Customers need keeping up to date with what’s happening and when – even if nothing is at the moment. A quick call, text or email report on progress prevents frustration growing.