

CUSTOMER SERVICE TIPS

Display Enthusiasm

Source: Keeping Customers & Getting Their Friends Too! By Dorothy M. Tuma © 2011

One morning as I approached my neighbourhood petrol station expecting the same undifferentiated, routine service that most petrol pump attendants seem to have mastered, I noticed the two female pump attendants jumping up and down enthusiastically. I pulled up in front of the more energetic of the two and asked her if there was a jumping competition going on. Gladys burst out laughing and responded “No, it's just our customer service!”

I watched Gladys very closely as she filled up the petrol tank, wrote a receipt for the transaction and cleaned my car's windshield. As she performed each task, she actually appeared to be enjoying herself. Her behaviour prompted me to ask her if she was a full time pump attendant or if she was a desk officer, in the field for a day, just for the experience. Gladys assured me that she was indeed a pump attendant and proceeded to pitch the company's newest product -another type of unleaded petrol to be launched the following day.

Gladys' visible enthusiasm for her job made me a captive audience to her sales pitch. Furthermore, I ended up switching to the more expensive product she was promoting purely in response to her effervescence. What an asset Gladys is to her employer! Happy customers are more receptive to new product suggestions and much easier to sell more to. Your mood will affect the mood of customers doing business with you.

An upbeat and positive staff will earn you more sales than employees who make it apparent that being at work feels like torture and having to deal with customers only makes matters worse. Make a positive and engaging attitude one of your hiring criteria for front line staff.