

CUSTOMER SERVICE TIPS

Smile and Work Wonders

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

Eunice used to be a check-out clerk but now works in her supermarket's bakery. She is always in high spirits and seems to have a smile glued permanently to her face. Her smile is so infectious that everyone she interacts with walks away with a smile too. While Eunice was a check-out clerk, no matter how long the line at her register was, I happily joined the queue. Eunice's smile and warm reception always made me feel like I was the supermarket's only customer.

If only every business had a Eunice -someone whose cheery smile melts a customer's fatigue away while making each customer feel like they are the only customer who counts.