

# Create happy customers by avoiding these errors

Presented by J.W. Owens



**A Perspective 101 Series**



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- If you take customer satisfaction for granted, you'll find yourself all alone when competitors offer better treatment.
- Be careful to avoid these common customer service misconceptions:

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- **Silence is golden.**

You haven't received any complaints from customers in months, so they must be pretty happy with you, right?

No, chances are they're just moving on to your competitors because they don't think you care about their opinions.

If you're not getting feedback from customers, you've got to seek it out yourself – with focus groups, surveys, online response forms, and other tools for collecting customer comments.

Let your customers know what changes you've made in response to their gripes.

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- **You know your customers inside and out.**

**Customers are a moving target.**

What you “knew” about them yesterday may not match what they think and want today.

Don't stop asking people what they want from you and what they don't want from you. And don't ignore what they say even when you think you know better.

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- **The customer is always right.**

Yes, you have to pay attention to what they tell you.

Paying attention isn't the same as following their demands blindly, though.

**Some customers need to be educated – diplomatically –** about how you can solve their problems best. Other customers may not be worth your time and aggravation, particularly if they're abusive to your workforce or unrealistic in their expectations.

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This is a series of Training for your Management, Sales & Office TEAM

## Good Selling !



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