

# Customer Service Checklist

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- Customer Communication
  - Effectively communicate your brand and service expectations.
  - Use age-appropriate greetings.
  - Service all customers the same regardless of their age or appearance.
  - Interact well with customers.
  - Demonstrate competence.
  - Have good listening skills.
  - Make suggestions based on customer comments.
  - Make eye contact with customers.
  - Appear engaged and interested in what the customer is telling them.
  - Shake hands when meeting the customer.
  - Respond to customer e-mails, telephone queries and complaints.
  - Minimize any wait time.
  - Ensure a pleasant and efficient treating of customers.
  - Learn to read body language to see if a customer could use some help.
  - Never discuss customers in front of other customers.
- Product Knowledge
  - Confidently explain the company's products and services.
  - Able to explain the basic components of each product, features and benefits.
  - Understand how to match specific products and services with particular customer needs.
- Confronting Conflict
  - Act within the chain of command in conflict situations
  - Understand who can authorize actions or changes.
  - Keep their cool and calm during conflict situation.
  - Act to diffuse or alleviate the situation.
  - Resolve customer service issues in a fair and equitable manner.
  - Keep emotions in check.
  - Stay polite at all times.