

# Customer Service Checklist

By Campbell Rodriguez

- ☐ 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.