Customer Service Checklist

Created: 12/29/2011

# Tasks:

☐ **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 threir 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.**