

Mike Faith's Top-Ten Tips for Customer Service that will Make Your Business Grow



Mike Faith
President & CEO,
Headsets.com, Inc.

Fellow Customer Service Fanatic,

At www.MikeFaith.com, you requested a copy of my Top Ten Tips for Customers Service.

I'm confident that, if implemented, these ten tips will earn your company loyal Customers, increased revenues and an improved bottom line, just like they did for Headsets.com. Customer Service isn't difficult. Implementing it takes dedication and a lot of follow through and hard work. Let me know how you do in your organization.

Sincerely,

A handwritten signature in blue ink that reads "Mike Faith".

Mike Faith
CEO & President
Headsets.com, Inc.
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Tip #1: Love the Customer! Be whole hearted (or fully committed) in your Customer service

Example: A national retailer advertises that you can return goods within 30 days and receive a full refund, no questions asked. But when you try to return the product, you meet with obstacles to make it difficult. "This packaging is damaged Sir, I need the packaging to be undamaged, we cannot refund you". You explain that you can't get the goods out of the box without damaging the packaging, but to no avail. Now you really feel cheated. Half hearted claims just irritate Customers. You must be prepared to pay the price of going that extra mile, so that Customers LOVE buying from you, your co-workers and your company. State clearly what service you intend to deliver, and then do so, without fail. Here's what we aim to achieve at Headsets.com, as our [7 Promises to Customers](#).

Tip #2: Make sure that everyone who speaks with Customers is truthful at all times

"Your order is being shipped today and you'll receive delivery tomorrow." Do you get the nagging feeling that this may not happen? Do your past experiences tell you this Customer

service rep might just want to please you, without being certain his or her words are 100% correct? You bet. From now on, demand that your Customers are told the truth. Quickly your Customers will learn how they can trust you. They'll love buying from you ([example testimonials](#)) and come back for more and more. Honesty is a critical element in any loving relationship. Demanding truthfulness at all times forces your company to clean up its act, sharpen its performance and expose all Customer service problems so that you can solve them before they damage sales.

Tip #3: List all managers & executives names, phone numbers & email addresses

When a Customer can easily contact a manager, that manager knows he or she will be held accountable for the promises your company made in Tip #1 and #2. This makes a difference. Every manager now needs to start thinking very carefully about how every decision affects Customer love, they'll get feedback directly from Customers. At Headsets.com my own phone and email are published in over 11 Million catalogs a year. So what's your excuse for not publishing your contact info? If you've got one, you're probably not committed to Customers. [Here's](#) how we do it.

Tip #4: Reps must be truly expert in the selection and use of all the products or services they sell

What follows from adopting this rule is that any rep that is not genuinely interested in what they sell will soon be exposed and will either start learning fast or move to another job. Many Customers use the internet to research products before they start shopping and before they speak to you. Nowadays, you're selling to experts for much of the time, so make sure you know as much, ideally more, than they do. And keep learning. The Customer will love you for being an expert at what you do.

Tip #5: Ask your Customers how you're doing and then tell your staff

We include a brief Customer service survey in the box with every shipment and offer Customers a \$10 discount if they complete it. The survey asks a small number of questions, in particular how was their experience with the Customer service rep, and we rank our Customer service reps based on the results that come back from these surveys. At Headsets.com, we encourage [online feedback](#), plus include a feedback form with every shipment. Read these survey results unedited at Company gatherings.

Tip #6: Hire the right people

Despite what any resume may say; patience, listening and empathy are more important to Customer Love than credentials. We've honed our hiring process and place a lot of emphasis on personality type to ensure that the employee is able to listen to what the Customer really wants, and be able to provide that. Only after we've determined that, do we look at their background and experience. You can give people experience, but you can't give them the right personality. It takes the right person to love your Customers. Choose wisely.

Tip #7: Always be trying new ideas to improve performance

Example: We use a business psychologist and voice coach that most of our Customer service reps speak with regularly. They talk with this expert during training and as an ongoing career development process. ([Internet Retailer Article](#)) An independent coach provides a valuable perspective and the confidentiality between them and the employee makes for good problem solving and goal setting. This is just one thing to do. What can you do to improve performance at your company?

Tip #8: Don't become a slave to technology

We have a very sophisticated [phone system](#) with many, many features. But we've actually

disabled many of them, because it made the whole Customer experience way too complicated. Always ask yourself "Will this piece of technology improve our Customers experience"? If not, then trash it and keep things simple. If yes, then get as technical as you want. Technology cannot interfere with your core values, your Customer love.

Tip #9: Stop selling! Talk to your Customers!

Customers go on sales training courses too. Customers have as much experience of buying as you have, maybe more. All the classic sales ploys get spotted for what they are. People respect enthusiasm for the product, the company, the service, but they switch off when they recognize sales techniques. The harder you try to sell to them, the less they want to buy. The more you try to serve them, the more they want to buy from you. Think of the Customer and their needs, and in return, they'll think of you.

Tip #10: Value your Customers time as much as you value your own

They keep us on hold for ages, listening to soothing music. We wait, simply so that a call center person, probably paid less than \$10 per hour, can avoid the possibility of wasting 20 seconds of their time between calls. What an insult! Employ researchers to buy from your company then have them tell you about any time wasting experiences, then correct these problems immediately. Call your own company at random intervals and see how long it take to get answered. If you have to wait, then your Customers will find somewhere else to go.

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