



Hamilton County HRD's Follow-Up Flash: Customer Service

4th

Q
U
A
R
T
E
R

2
0
0
9

Am I Making This Situation Better?

When we work with customers, we have a chance to influence situations. We can make things a little worse or a little better.

Picture this: A customer arrives to do business with you and does not have the identification that is required. The letter the customer had received in the mail clearly states that the customer needs to bring ID.

You could say, "The letter told you to bring ID with you. Didn't you read it?!? You have to come back." The customer complains that he waited 30 minutes to see you and doesn't want to have to wait again. You say in a scolding voice, "Well, if you had brought what you needed, you wouldn't have to wait again. I can't control how long you have to wait."

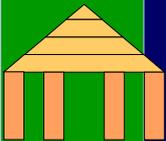
Or you could say, "I'm sorry. We really need to see some ID for this transaction. The accepted forms of ID are a driver's license, a State of Ohio ID, or a birth certificate. Are you able to bring one of those in? The customer complains that he waited 30 minutes to see you and doesn't want to have to wait again. You say in a sympathetic tone of voice, "I completely understand. I apologize that you had to wait so long today. Here is my business card. When you're coming in, please call me first. We can set up an appointment time, so you won't have to wait in line. Is there anything else I can help you with today, Sir?"

In both situations, unfortunately, the customer has to come back. But in the second example, we've done what we can to make things a little bit better.

With every customer interaction, you have the opportunity to make things a little better. Whether it's a smile, saying sincerely that you hope the customer has a great day, or taking actions to make things easier and more convenient for the customer, you can make a positive difference.

In 2010, get in the habit of asking yourself, "Am I making this situation better?" Then do what it takes to make the situation better. You can make a positive difference!

Happy new year, everyone! We in HRD wish you all the best in 2010!



Do you have a customer service tip that could help others
or a success story to share?

Please contact Lisa Doerger at 946-4713 or Lisa.doerger@hamilton-co.org.