

Customer First

10 Ways to Put Your Customer First

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Your customer is the bread-and-butter of your business, but more often than not, companies don't treat those individuals as the VIPs they are. When it comes to putting customers first, many businesses are a lot more talk than action. If you are unsure what it really means to put your customers first, check out these 10 ideas to place your customers back at the top of your business hierarchy where they belong.

1. Meet Needs

Meeting customer needs is the first step to putting them first in your business. Instead of looking for a way to market new products for the purpose of making a profit, think about how your products and services meet the needs of your customers and market them as such.

2. Listen

To know what your customers' needs are, you need to be ready to listen to what they have to say. Active listening involves moving beyond the mere words to the true message in those words. Find out what your customers want and what they think of your business and adjust accordingly.

3. Tell the Truth

No one likes to be lied to, even a little white lie that seems fairly harmless at the time. Put your customers first by always telling them the truth – even if the truth doesn't make your company the biggest profit.

4. Pay Attention to Social Media

Social media is an essential tool in customer service today. By practicing effective customer management online, you will be prepared to address customer needs and concerns much more efficiently.

5. Make Business Easier

Show your customers they come first with your business by making their transactions and issue resolution as fast and easy as possible. Customers don't want to work too hard to do business with your company.

6. Hire the Right People

To ensure your customers receive a first-class experience with your company every time, staff your front office with the right people. Choose employees that are willing and able to put your customers first as well.

7. Provide Proper Training

Once you have the right people on staff, equip them to make your customers a priority through proper training. Ongoing training offers employees the tools necessary to serve customers across a wide range of needs and situations.

8. Create a Customer-Focused Culture

Your company culture should reflect your desire to put your customer first through every layer of your corporate hierarchy. From posters in the break room to regular team building and incentive programs, keep your staff focused on the customer.

9. Interact Positively

Some companies make the mistake of not seeing the customers past their own bottom line. Put your customers first by tossing the professional façade and seeing your customers for the unique individuals they are.

10. Don't be Afraid

In many cases, companies don't put customers first because they are afraid the investment will negatively impact their bottom line. It is important to move past that fear and be willing to take risks for the sake of your customers, knowing in the long run, they will pay off for your business as well.

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