Tips to Customer Satisfaction

- Acknowledge a customer as soon as possible and greet with a simple and pleasant greeting. There’s nothing as cheerful as a word of greeting.
- Smile at people and introduce yourself, store or organization.
- Be genuinely interested in people. Be friendly and helpful.
- Keep language simple and listen before speaking.
- Call the customer by their name. If you are not sure how to pronounce it, ask the customer.
- Listen to the customer and look him or her in the eye.
- Be considerate of the feelings of others. It will be appreciated.
- Be respectful of the opinions of the customer.
- Be alert and give good service. If you say you will do it, then do it!

Phone Service Tips

- Be Prepared – Be ready and willing to help as quickly as possible.
- Be Prompt – Answer the phone before the third ring. Reduce hold time.
- Identify Yourself – Give your name and your function.
- Be Cheerful – Answer with a positive tone of voice (smile through the phone 😊).
- Speak Clearly – Pronounce words distinctly.
- Be Sincere – Put the customer’s needs ahead of your own.
- Be Courteous – Use good manners throughout the conversation, end on a pleasant note and say, “Thank you.” “Is there anything else I can do for you?”
- Be Tactful – If you have to refuse a request.
- Return Calls – Always follow up and follow through with a customer.
- Every Call is an Important Call!

Courtesy: Training resources developed by University of Missouri Extension Community Development Specialists:

Larry Dickerson  Connie Mefford  Georgia Stuart-Simmons  Richard Proffer
DickersonL@missouri.edu  MeffordC@missouri.edu  StuartSimmonsG@missouri.edu  profferrd@missouri.edu