

5 Steps to Excellent Customer Service

- 1. Respond as quickly as possible.**
- 2. Know your customers- their needs, wants, expectations.**
Remember names, previous conversations, and personalise your offer.
- 3. Fix your mistakes- take personal responsibility, keep the customer informed, and be honest about what is happening.**
- 4. Go the extra mile- be helpful fixing an urgent or last minute problem, or making a reservation.**
- 5. Think long term a customer is for life- a happy customer is a loyal one who will be an ambassador for your business and promote it to others.**