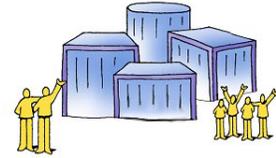


# ENGAGING WORKPLACE PARTNERS CUSTOMER SERVICE STANDARDS

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## **Customers must be satisfied.**

Treat customers professionally at all times. The best sales and marketing campaigns will fail if job orders cannot be filled, customers are mistreated or ignored and daily operations are not handled in an appropriate manner. Remember to, that your co-workers are your customers as well, and should be treated the same way.

## **The customer is always right.**

Never argue with the customer. Listen, acknowledge their concerns, and employ problem solving techniques.

## **Be responsive.**

Respond to phone messages and email within 24 hours. If you are unable to make contact personally after three attempts, send a letter. Respond to written correspondence sent through the mail within 48 hours.

## **Use professional phone standards.**

Much of a customer's first impression is created over the phone. Utilize telephone standards to insure that customers come away feeling like yours is an organization they want to continue to do business with.

## **Answer the phone within 2 rings and with a smile.**

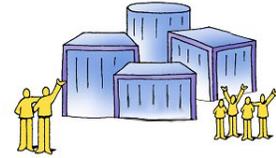
Prior to answering the phone take a breath and put a smile on your face to insure your tone is pleasant and your pace is unhurried.

Telephones should be answered in the following manner:

- Use a standard greeting: "Hello", "Good Morning" etc.
- Identify yourself and your company: "This is Jane Doe at The Youth Connection."
- Offer assistance: "How may I help you?"

# ENGAGING WORKPLACE PARTNERS CUSTOMER SERVICE STANDARDS

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## Sales Standards

Everyone should be responsible for sales.

- Everyone in the organization should be responsible for sales, as this is the lifeblood of your existence. Your organization will be more successful if it functions as a team and everyone knows how their particular job impacts the sales arena.

Know your product.

- Be able to speak about the benefits of dealing with your organization, and why your service is better than others.

Know your organization's history.

- Be able to speak about its place in the industry, how it got there and where it's headed. In addition, be able to talk about who's who in the organization.

Arrive ready to make your pitch.

- Research the prospect and tailor your presentation. Your marketing materials should be ready and organized, and you should have rehearsed your presentation.

Establish rapport.

- It is important to dress professionally. Pay attention to your body language, making sure you appear interested and engaged in your conversation. Listen more than you talk.

Be straightforward.

- If you don't know the answer to a question, admit it, and provide an answer within 48 hours. Don't make promises you can't keep. Always ask for the next step, and respond quickly to requests.

Immediately follow up with a letter of thanks.