

TOP FIVE TIPS for delivering great customer service



Tourism Saskatchewan's education and training department, the Saskatchewan Tourism Education Council (STEC) delivers a range of programs that give tourism operators and businesses a competitive edge. In *Service Best* workshops and online training, participants LEARN these tips to providing outstanding customer service that makes your customers say "Wow!" and keeps them coming back for more.

1. LISTEN

Create a positive first impression.

- Greet the customer in a welcoming manner and ask how you may help.
- Be confident and knowledgeable about your business, and make the customer feel that they are an important part of your day.
- Actively listen to the customer in order to identify the product or service in which they are interested.

2. EXPECTATIONS

Remember, perception is everything and each customer is different.

- Every situation is unique and you must determine what the customer expects from your product or service. Once you know what they want, then you can work toward delivering that service in the best possible way.
- What works in one situation may not apply to another. Be open to exploring different ways of helping them get what they need.

3. ASK

Engage your customer in a conversation.

- Ask questions to clarify your understanding of what the customer expects. Your sincere interest will be appreciated. The information will help you to provide better service.
- Ask yourself what you can do to exceed their expectations. It can be something as simple as a handshake or offering them a free item.

Engage your colleagues.

- Look to your co-workers for interesting ideas or ways to exceed customer expectations. Communication with your team is an important part of customer service.

4. READ AND REACT

Now that you have established a rapport with the customer and you know what they want, it is time to deliver.

- Read the customer and react accordingly. For example, some customers, but not all, will want to hear about the extra features of the product you are selling. Try your best to gauge their interest and engage them in a meaningful way.
- Always be courteous, knowledgeable and helpful. Other customers will notice your positive attitude and may seek out your help.

5. NEXT OPPORTUNITY

Make sure that there will be a next time for every customer.

- Ask them if they enjoyed the service and show them that you care about their answer. People appreciate the opportunity to provide an opinion, so encourage feedback – good or bad.
- Report any complaints or problems so that those issues can be avoided in the future. Let the customer know when and how you will follow up with them.
- Invite them back. Provide them with a flyer or business card. Invite them to sign up for email or social media promotions.
- Say "thank you" – assure them that you value their business.