

HOW TO BE A CUSTOMER

USE THE "PLATINUM RULE"

Adapt your communication. Communicate with customers how they prefer, not just how you're comfortable.

USE THE "LEARN" MODEL TO

HANDLE COMPLAINTS

1 Listen – Let them talk.

4 Resolve – Ask, "What

2 Empathize –

FIRST IMPRESSIONS **MATTER**

Customers decide how they feel about your business within seconds. A warm, engaging attitude sets the tone for success.

RESPONDING

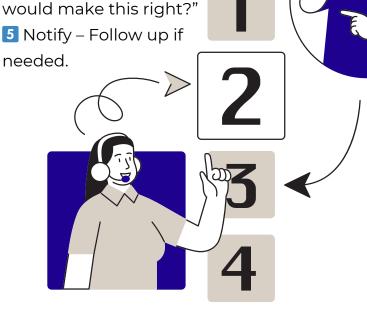
Truly listening (without interrupting) helps customers feel heard, easing tension and leading

CONTROL THE CONVERSATION

If a customer is upset, lower your voice and slow your speech to de-escalate the situation.

Acknowledge frustration. LISTEN BEFORE 3 Apologize – Own the issue.

to faster resolutions.



GHT CUSTOMER

Personalization, unexpected perks, and simple appreciation create loyalty beyond transactions.



RECOGNIZE EMPLOYEES

Happy, engaged employees provide better service. Recognize and appreciate their contributions.

FIND A SOLUTION

Customers don't expect perfection, but they do expect to be valued when something goes wrong. Own the issue and make it right.

GRATITUDE CHANGES EVERYTING

Saying "I appreciate YOU" instead of just "Thank you for your business" makes customers feel valued on a personal level.

CUSTOMER SERVICE IS A MINDSET

Small, consistent efforts make a big difference. Focus on relationships, not just transactions, to create loyal brand advocates.

