



# HOW TO BE A CUSTOMER SERVICE SUPERSTAR



## USE THE "PLATINUM RULE"

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

## FIRST IMPRESSIONS MATTER

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

## LISTEN BEFORE RESPONDING

Truly listening (without interrupting) helps customers feel heard, easing tension and leading to faster resolutions.

## CONTROL THE CONVERSATION

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

## USE THE "LEARN" MODEL TO HANDLE COMPLAINTS

- 1 Listen – Let them talk.
- 2 Empathize – Acknowledge frustration.
- 3 Apologize – Own the issue.
- 4 Resolve – Ask, "What would make this right?"
- 5 Notify – Follow up if needed.



## DELIGHT CUSTOMERS

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 EVERYTHING

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.

