

CUSTOMER

SERVICE

how to
RETAIN CUSTOMERS



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A Guide by
Chargeback.com

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Customer Service **Culture**

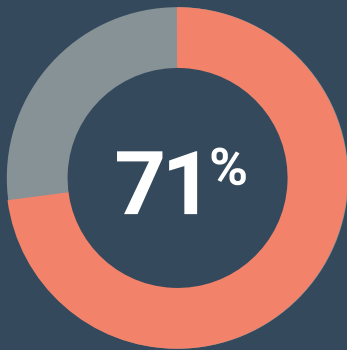
Customer Service **Ethics**

Customer Service **Procedures**

Creating Your Policy

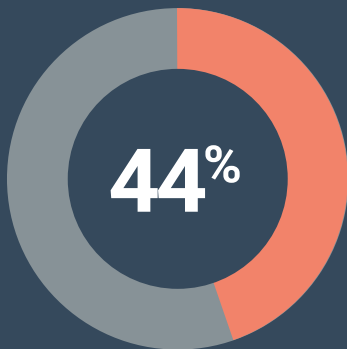
INTRO

A customer service policy is essential for providing outstanding customer happiness by ensuring your team is running smoothly. Without a policy, your business is at risk of losing loyal customers and losing potential customers to your competitors.



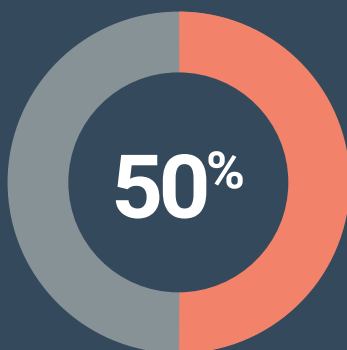
of consumers **end a business relationship**

due to poorly designed or non-existent customer service policies.¹



of customers **switch to a competitor**

after a bad customer service experience.¹



of customers **use a company more frequently** after a positive customer experience.²

“

Know what your customers want most and know what your company does best. Focus on where those two meet.

-Kevin Stirtz

1. "The Cost of Bad Customer Service." Kissmetrics Blog. 13 Nov. 2011. Web. 17 Mar. 2016. <<https://blog.kissmetrics.com/customer-service/>>.

2. "100 Customer Service Statistics | InsightSquared." InsightSquared. 22 May 2015. Web. 17 Mar. 2016. <<http://www.insightsquared.com/2015/04/100-customer-service-statistics-you-need-to-know/>>.

WHAT IS A CSP?

A Customer Service Policy (CSP) is a document that lays out the steps that a business must follow when they interact with customers who are not satisfied with their product or service.

Main Components:

Customer Service **Culture**

Customer Service **Ethics**

Customer Service **Procedures**

CULTURE

Ensure that your whole team, top to bottom -- regardless of position or title is on the same page with how your business treats customer happiness and success.

Awareness of your business' policy should start from the very beginning. From the moment an employee is hired, they must be made aware of the values and goals the company follows when dealing with customers.



PRO TIPS



Remind

Create awareness of customer service policies using signs and posters that promote the ideal culture as a way to constantly remind employees of their goals and intentions.



Reward

Recognize outstanding behavior that results in awesome customer success stories by giving incentives that will inspire your employees (Tip: giving experiences, i.e. lunch with the CEO, works better than material objects do). Have instances of stellar customer service? Highlight and report them to your team and the public -- share positive feedback.



Reprimand

Every sub-par review or comment from a customer can be made into a positive learning experience. It's important to bring attention to non-optimal processes and interactions to discuss areas of opportunity. Focus on growing the talent of your employees and don't lose sight of what was done right. Make sure to sandwich your criticisms with positive reinforcement!

ETHICS

Develop a moral code & philosophy concerning how you interact with your customers.



A happy customer is a returning customer.

WHERE TO FOCUS YOUR CUSTOMER SERVICE CODE OF ETHICS

Customer Interaction Ethics

“We will always listen to our customers.”

“We will handle all customer service challenges in a timely manner.”

Employee Mindset Ethics

“Our choices impact our customers.”

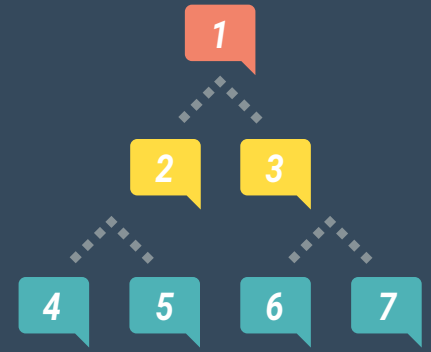
“We will maintain a positive attitude toward our customers.”

Business-Customer Relationship Ethics

“We will treat our customers like family.”

“We will focus on solving our customer’s problems.”

PROCEDURES



Your procedures are standardized and documented steps that must be taken when a customer service related event occurs. They help keep employees on the same page and produce consistent results.

DEVELOP PROCEDURES FOR:

- Website/Online Chat
- Telephone Calls
- Face-to-Face Exchanges
- Email Exchanges
- Security and Privacy
- Customer Feedback

QUALITY PROCEDURES ARE:

- Documented
- Clearly Defined
- Scenario-Based
- Repeatable

EXAMPLES:

EVENT: An order is placed from your company's website.

YOUR PROCEDURE: Dictates what emails are sent & when, how the product is packed and shipped, fulfillment priorities, etc.

TIP: Include a return label with the order, as well as customer service contact details in order to provide easy solutions to common issues.

EVENT: A customer places an incorrect order, then calls your support phone number.

YOUR PROCEDURE: Greet politely, gather customer account info for security, Inform customer that calls may be recorded. Ask about problems & direct them to solution.

CREATE YOURS



Now that you understand the purpose and essentials of a quality customer service policy, it's time to implement your own.

Remember, every business is unique -- your customer service policy should reflect exactly that!

Be sure to include the major 3 sections:

Customer Service **Culture**

Customer Service **Ethics**

Customer Service **Procedures**

Ready to start crafting your customer service policy?

Download Our Template

Customer Service Policy and Procedures

[Company Name]

Last Updated: [MM/DD/YYYY]

Customer Service Culture

[Outline a clear company culture and vision related to customer service! This section should outline values your company promotes when dealing with customers.]

This section should discuss ways to promote the above outlined culture -- such as rewarding employees who are visible and actively promoting your defined culture.]

Customer Service Ethics

[Outline specific practices that revolve around the moral decisions that are made with respect to your customers.]

A couple examples:

- Our choices impact our customers
- We will treat our customers like family
- We will always listen to our customers
- We will maintain a positive attitude towards our customers
- We will focus on solving our customer's problems
- We will handle all customer service challenges in a timely manner

Feel free to use this example as a starting point.]