

Good customer service is about genuinely caring for your customers

BECAUSE customer service is my passion, people love telling me their stories and a couple of weeks ago I was talking to a friend of mine and she told me here.

She booked a new hair cut and as we know ladies, letting someone new cut your hair is a BIG deal, so she looked somewhere which had been recommended to her for an appointment at 10 am. She got there a little early, as you do, just to be sure to be on time. She was asked to sit down and wait.

By 10:10 am nothing, 10:20 am nothing, 10:30 am still no one had approached her, so she went up to the desk and enquired. The receptionist said she wasn't sure, as the hairdresser had not yet come in to work, but she would try to contact her.

My friend was quite shocked, since she was due to start at 10 am, and stood at the desk while the call was made. Finally the receptionist said that the hairdresser was not feeling well and would not be coming in.

By Claire Boscq-Scott, The Busy Queen Bee



By now my friend was quite irritated and was about to leave the salon when the manager came to reception and realised what was happening. He

couldn't apologise enough and was obviously very embarrassed about the whole situation, took my friend to one side, made her a coffee, chatted about

her hair and what she wanted to do. He washed her hair himself and gave her a head massage and a discounted price – he could not have done any more to please her.

And that was it – that manager turned a poor situation, which could have cost him his reputation, into a great experience which my friend is raving about to all her friends and family. She has become a real fan – that's how you do it!

Customer service is very simple. Customer service is doing what you say you are going to do every time your customer's walk through your door.

If you meet your customer's expectations, if you genuinely care about your customers' needs and values them, not only will you have customers who buy from you, but they will also return to you and recommend you to their friends and family. Isn't that the best way to do business?

Good Customer Service Article

David Kirk



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