



Customer Service Etiquette Tips

It is important to follow proper customer service etiquette tips that are beneficial to the internal and external affiliates of The City of Jackson. A customer service associate can establish a professional tone using any form of communication with someone, help calm an angry customer, get your customers to be cooperative and persuade customers to accept a solution that is beneficial to the company as well as the customer.

Be Cheerful

When a customer service representative answers the phone, the customer should be able to hear a smile in the representative's voice. The service associate gives her name, thanks the customer for calling and then asks what she can do for the customer. Maintain a cheerful demeanor throughout the call. You can also be cheerful whenever responding by email.

Be Professional

Refer to customers as sir and ma'am. Ask if it is OK to put the customer on hold if it's a call and apologize if the customer was on hold for more than 60 seconds. This also can apply for responding to a customer email. Refrain from using slang words or obscenities, and do not refer to the customer by the first name unless he insists that you do so. All of these help to set or establish a professional tone.

Use Honesty

Tell the truth to the customer at all times. Let her know what you are authorized to do to help in a situation, and if the situation gets beyond your authority then let the customer know that you need to transfer to a manager. If you tell the customer a lie during your call, it may become a problem for the next customer service agent that has to deal with the issue. Be truthful and be honest on every call.



Be Emphatic

Listen to what the customer has to say and then let him know that you understand his situation. Empathize with the customer by telling him how you would feel if you were in his situation. This will help the customer to believe you are on his side, and that you are going to work to offer a fair solution.

Be Responsible

If you have to transfer a customer to another agent, stay on the line until the new agent has picked up the phone. If you make an error that causes you to have to take longer on a call, own up to it and let the customer know what has happened. Be responsible for the things you do on a call or email, and feel as though you need to see that inquiry through to a solution.

Be Complete

Make sure you are following the correct procedure for each call, or responding to any inquiry through email. If you need to stop to review what you have done before you close or transfer the call, then ask the customer if you can put her on hold while you check your work. A complete call file can help the next customer service representative serve the customer if that customer ever calls or emails in for service again.