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## Mastering the Art of Customer Service

KAIZEE Newsletter #1, December 8, 2009

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**February 8-10, 2010**  
 Certified Customer Service  
 Leader CCSL 3-Day  
 Workshop

**May 17-19, 2010**  
 Certified Customer Service  
 Leader CCSL 3-Day  
 Workshop

[Business Calendar>>](#)

### Quote of the Month

By Keith Harrell

Write Down what you want to do and for what purpose.  
 Make a plan to acheive it - and then put that plan into action!

I believe in myself.

I know that I have what it takes to live my dreams.

### Mastering the Art of Customer Service

By Rony Klayani



Mastering the art of Customer Service is a necessity in a world where customers are more demanding than ever, and competition is prevailing. Thus, employees should first understand the value of keeping the customer and the process involved in doing so. Next, they should be given the skills needed to succeed at it.

"During this seminar, I learned that Customer Service is a life style to adopt in our daily lives, at work, in dealing with people, even in our personal lives," said Cosette Harb, Nestle Water's Call Center Supervisor. "It was a very successful seminar, very beneficial and I'm sure I will immediately begin to apply the principles I learned in my work," she concluded.

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### Putting the "Wow" Into Customer Service

By John Tschohl

Let's face it: Every employee and every business in the world occasionally makes a mistake. What separates service leaders from the rest of the pack, however, is how they handle those mistakes, how they meet the challenge of turning a disgruntled customer into one who sings their praises and becomes a customer for life.



This is called service recovery. It is taking a customer from hell to heaven in 60 seconds or less. It is apologizing, taking responsibility, and giving customers something of value as a way of appeasing them and earning both their trust and their loyalty.

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### Elevating Your Level of Customer Service

By Gary M. Stern, For Investor's Business Daily 30 Nov 2009



The trick in establishing customer service is rewarding behavior that generates results. If a call center wants customers off the line in a minute, then reps are rewarded for speed. If the company wants to establish strong relationships with customers and keep them for life, then speed won't be the major factor but solving customer problems might be.

Many firms see customer service as a cost factor rather than a way to boost revenue. "It costs money to train employees," said Barbara Gutek, author of "The Brave New Service Strategy" and a University of Arizona business professor. The companies who want their customers to come back, recommend them and spend more on their products hire people who are better qualified and put more time into training, Gutek says.

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