**Top 10 tips for making customers happy**

* **Give them a call**

Telephoning a customer in response to a query or complaint is quick and effective. Most customers are delighted that someone has called them. And at the end of the call you are left with a happy customer and one less query to deal with.

* **Listen**

Try not to interrupt customers on the phone. People need to know they are being listened to and that you are making the effort to understand their problem.

* **Do not get defensive**

There is nothing to be gained by arguing with a customer. Listen, sympathise and find a way to make them feel better. Don’t be afraid to say ‘I am sorry.’ These words are more personal and less stuffy than ‘We regret’, or even ‘I apologise’.

* **Avoid jargon**

Internal acronyms and jargon are confusing and alienate your customers.

* **Respond to complaints immediately**

Customers who are kept waiting get angrier and that makes your job harder.

* **Go the extra mile**

What more can you do for a customer that will leave them with a great impression of your company? It might be a quick follow up call or a free trial of your product.

* **Focus on the positive**

An unhelpful statement such as “you can’t pay in three instalments” can be turned into “you can pay in two instalments”. Think about what CAN be done rather than what CAN’T.

* **Don’t leave them on hold**

If you must, check if that’s OK. For example, “I need to put you on hold while I check. This will take about two minutes. Is that alright or would you prefer me to call you back?”

* **Treat them as individuals**

Refer to customers by name and acknowledge their particular circumstances. For instance your email might end with “Good luck with the event tomorrow. I hope it goes well.”

* **Do what you say you are going to do**

Customer relationships are severely damaged when something is promised but not delivered. If you say ‘I will call you back’ you must.