

# 12 TIPS ON MAKING CUSTOMER SERVICE PERSONAL

for better business communication



## Be Authentic

- 1 Add your photo to website & social media.
- 2 Make contact info. easy to find.
- 3 If you ask for feedback, act on that feedback.



## Be Genuine

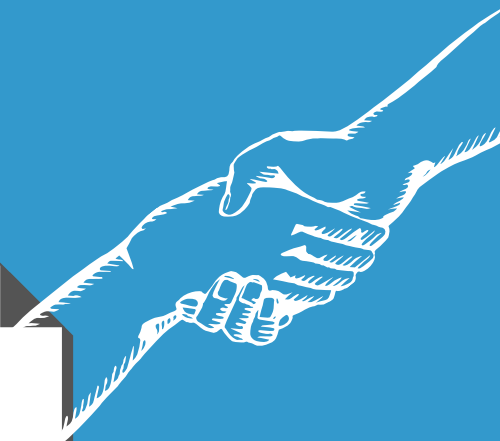
- 7 Customize offers to their preferred tastes.
- 8 Show appreciation with sample gifts.
- 9 Use their first name in all communication.

## Be Attentive

- 4 Listen - REALLY listen, then verify.
- 5 Ask questions, then ask some more.
- 6 Pick up your phone when they call.

## Be Reliable

- 10 Keep in touch with regular communication.
- 11 Reach out with follow-up to ensure resolution.
- 12 Acknowledge every contact.



**SIMPLY Stated Business**

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