



NE IN A BILLION

*Each customer is as unique as a fingerprint. It truly is,
"One in a Billion."*

EIGHT CRITICAL ELEMENTS TO GREAT CUSTOMER SERVICE

- Develop a vision that guides you and inspires others.
- Be grateful for your customers and thank them for their business.
- Do what's right for the customer and what's right for your company.
- Welcome problems, They tell you how and where you can improve.
- Welcome complaints. They're opportunities to show that you care.
- Say, "I'm sorry." These powerful words bring people together.
- Each customer is unique. Make them feel special. They are.
- Help others in your organization to feel appreciated and to grow.

*Treat each customer as if your business depends on it.
It does!*

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