**Customers Techniques:**

1. **Engage in active listening-** Active listening is essential for effective communication. It allows for a better understanding of the customers’ needs and shows a willingness to help. Allow the customer to talk without interruption, reflect back their main question or concern and ask clarifying questions when necessary.
2. **Highlight understanding-** Ensure that each customer is aware that you understood their needs. By using active listening techniques and asking relevant questions, you will communicate that you understand them and are making an effort to help solve their problem.
3. **Be Courteous-** Be polite and have respect for your customers. Always use “please” and “thank you” and create an inviting environment for the customers.
4. **Call the customer by his name-** Ask the customer their name and pronounce it correctly. This communicates respect for the customer and lets them know that they are important.
5. **Go the extra mile-** Demonstrate through actions that the customer is important by giving more than the minimum effort required. By taking the initiative to provide better service or give the customer something extra, customers will feel valued and appreciated.
6. **Ask, don’t demand-** Statements can sound harsh. Asking appropriate questions makes the conversation more collaborative.
7. **Empower-** Empower customers with adequate information to make informed decisions. When there are options, thoroughly describe each available alternative. By offering choices, customers will be more involved in solving their problems. This results in a higher level of customer satisfaction.
8. **Be proactive -** Engage in proactive steps to satisfy the customer’s needs. Being proactive will also help to reduce barriers when problem solving.
9. **Highlight pros and cons-** When describing a product or service, include both its strengths and weaknesses relative to alternatives. By providing balanced recommendations, customers will view you as more credible. This increases trust and customer satisfaction.
10. **Explain-** Customers are not always familiar with your company’s policies or procedures. Thoroughly explain to customers what you’re doing and why you’re doing it. A clear understanding tends to decrease customer frustration.
11. **Use plain language-** Avoid technical terms, jargon and acronyms. Be professional, concise and clear.