

Client Service Tips

- **Memorize compensations for each industry.** Once you get in the prep room and know the industry, write 2-3 compensation possibilities on your card.
 - If you are given a dollar limit on the prep sheet, make sure you calculate your possible compensations accordingly. Write specific dollar amounts or percentages on your note card to make sure you don't exceed the limit.
- After solving the issue and compensating the customer, **ask them "How does that sound?"** or similar. If they think the compensation is great, continue with the conversation. If they aren't satisfied, give them a second compensation.
- Don't be afraid to break the rules. If you are told there is a 30 day return policy and it has been 31 days since the customer bought an item, let them return it. However, make sure you **show the judges you have knowledge of the rule.** Say "Although we have a 30 day return policy, you are one of our valued customers, so..." or similar.
- **Pay attention to which words you emphasize and how you emphasize them** (especially when thanking and apologizing to the customer). Personally, I found emphasizing "so" (in "Thank you so much" or "I'm so sorry") by lowering my voice sounded the most empathetic. You might not use the same phrases or have the same type of voice, so practice and find what sounds best.
- **Try not to use the same phrases repeatedly** when empathizing with the customer. Here are some alternatives to "I'm sorry this happened.": (Be sure to add your own!)
 - I understand why that would be upsetting
 - I'm so sorry that happened to you
 - I'm so sorry you feel that way
 - I would find that frustrating too
 - That must have been frustrating
 - I'm sorry you had a bad experience
- **Remind the customer that you value their business** and thank them for being a loyal customer. Here are some phrases you can use: (Add your own too!)
 - We value your business
 - Our best customers are like family to us
 - You come here/work with us so often I feel like you are family
 - You are one of our most valued customers
 - The success of our business depends on great customers like you
- If you would like to, you can prepare your introduction, conclusion, and order of addressing the issue ahead of time. Make sure you don't sound canned, though! If you can't say it naturally, it's best not to memorize anything.
 - **Example introduction:** I'm so sorry that happened to you. I can only imagine how frustrating that must have been. I want to assure I am going to do everything I can to make this right. First, let me make sure I've understood the problem correctly.
 - **Example order of conversation:** Hello, Listen, Empathize, Account Number, Clarify, Resolve, Compensate, Apologize
 - **Example conclusion:** Once again, I want to apologize for this situation. We here at [COMPANY] like to think of our customers as our family. We want to make sure you are satisfied with your decision to work with us. If you have any other questions, please don't hesitate to contact me at my personal extension 123. Have a nice day!
- **Don't be surprised if they "pass the phone around" to other judges.** For example, you may speak to Judge #1 playing the husband of an angry customer, Judges #2 and #3 both playing the angry customer, and Judge #4 playing the daughter of the angry customer. Stay calm and try to keep track of who is playing whom, but don't worry about it too much.
- **Use your personality!** Be happy and try to relate to the customer on a personal level.

Compensation by Industry

** Starred items are the most popular industries.

Accountant/Financial Planner

- Waive or reduce a fee
- Offer to give tax refund immediately without interest charge

Airlines**

- Upgrade to first class
- Free meal/premium snack/beverage
- Waive baggage fees
- 5000 (or more) free frequent flier miles
- Comp airfare
- Free hotel and money for meals if stuck at airport
- Free wifi on plane

Banking**

- Lower interest rate for year
- Waive annual fee on credit card
- Waive monthly fee on checking account
- Next box of checks free
- Upgrade savings account to free money market account or checking account to high-interest account ("Although you don't have what we normally require for the balance for our high interest accounts, I am going to waive the minimum balance requirement")
- Put credit in account for fees already paid to other companies

Computer Repair

- Free technical support
- Gift card for software or other hardware
- Free warranty on purchase

Contractor

- Give upgrade on appliance, tile, etc. for free
- Redo it without charging for extra labor costs
- Give free landscaping
- Pay for hotel until house is ready for move in

Credit/Debit Card**

- Waive late fees
- Lower interest for one year (by 2-3%)
- Remove annual fee
- Remove interest charges for month if they carry a balance

Doctor/Dentist

- Free teeth whitening treatment
- Free expensive toothbrush
- Free samples of medicines
- Waive/refund copay
- Reschedule appt to convenient time

Gas Station

- If bad gas, pay for car repair
- Gas gift card

Heating & Air/Plumber

- Redo installation for free
- Upgrade appliance for free
- Waive fees for bringing things up to code

Hotel**

- Free upgrade to suite/larger room
- Free meal in restaurant/room service
- 5000 points on frequent points card
- Free night (next stay or current stay)
- Free wifi

Industrial**

- No fee if you purchase new order now
- Extend any window in policy
- Change time/interest for payments
- Lower or waive fee

Insurance**

- Lowered deductible without changing rate
- Refund deductible if claim already made
- Apply discount even if not eligible

Mechanic

- Free oil change
- Free car detailing/car wash
- Redoing without labor charges, only part charges

Newspapers/Magazines

- Give month free of newspapers
- Add weekday papers if only subscribed to weekend
- If company also delivers other papers, give a week free of a second popular or national paper

Publishing

- Free ad in the next issue to be published
- Better positioning in the magazine
- Discounted rate for the next six ads you run (10% off)
- Free ad in a sister publication

Printer/Copier

- Redo the job for free
- \$5 off or 25% off next print job

Rental Car**

- Upgrade to next class car
- Waive gas empty return fee
- Give a weekend free and free upgrade next time you rent
- Free GPS
- Reduced daily/weekly rate

Restaurant**

- Free drinks
- Free dessert
- Free appetizers
- Comp meal
- Comp table
- Coupon for free dessert/appetizer for next time (use as 2nd compensation only)

Retail**

- Refund purchase price
- 25-50% off on next purchase including sale items
- Replace defective item and refund difference between sale/coupon price and purchase price

Teacher

- Free lesson

Utilities**

- Free premium channels
- Free movies on demand
- Upgrade to faster speed of internet
- Add features to phone (caller ID, etc.)
- \$25 credit on next bill
- Waive/refund any deposits or connection fees
- Waive fee for cable box
- Prorate the bill for days not connected or used

Yard Service

- Week free of service
- Provide extra service for free (like spread pine straw, aerate & overseed grass, trim bushes etc.)