

Professionalism Policy for Customer Service Representatives

Introduction

When interacting with customers, it is crucial to maintain a professional attitude. Professionalism shows respect for customers and helps to gain their trust, thereby encouraging open communication and cooperation. Professionalism also projects a positive image of the company.

You likely know that polite speech, good manners, and proper dress are important elements of professional behavior. This policy addresses additional key aspects of professionalism:

- [Be prepared](#)
- [Adopt a neutral tone](#)
- [Maintain empathy](#)
- [Protect the company brand](#)

Be Prepared

Preparedness is an essential component of professionalism. Productive interactions with customers depend on your possession of the necessary information. If you lack data or are unsure how to proceed, be prepared to call for assistance. As you do so, project competence. Politely inform customers that you need to investigate further. Assure them that the issue will be resolved as soon as possible.

Strategies:

- Research possible scenarios before engaging with customers.
- Have all the necessary information close at hand.
- Keep a list of contacts to call for further information or procedural advice.
- Be confident that you have access to the resources you need to resolve any issue.

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Adopt a Neutral Tone

The tone of the words used to communicate with customers is just as important as the words themselves. Allowing your tone to reveal your opinion of a customer or issue is not only unprofessional; it is unproductive. Customers who are upset or offended may become uncooperative or even hostile.

Strategies:

- Choose unbiased, straightforward language.
- Keep your emotions in check. Be pleasant rather than cheery; be solemn rather than outraged.
- Avoid condescension, or talking down to customers.
- Use respectful forms of address, such as "sir" and "ma'am."

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Maintain Empathy

Resolving customer complaints is vital to the protection of the company's assets and reputation. However, it is important to remember that complaints are business matters, not personal attacks. When dealing with customers, strive to maintain a sense of empathy.

Strategies:

- Aim to treat everyone with equal respect.
- Imagine yourself or a loved one in the customer's place.
- Take the time to listen to customers. Avoid interrupting or dismissing their statements.
- Avoid revealing personal opinions in your speech or body language.

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Protect the Company Brand

In every customer interaction, you represent the company. A negative experience with you may diminish a customer's opinion of the entire company. While customers often share such experiences with family and friends, they also are likely to broadcast their displeasure to thousands of readers on social media. Therefore, you must continuously uphold the integrity of the company brand.

Strategies:

- Carry out your work efficiently, thoroughly, and in compliance with company policies.
- When interacting with customers, never criticize the company, its policies, or its employees.
- Remain calm and businesslike, even when customers become upset. Remember that you speak for the company, not yourself.
- Remind customers that company policies are designed to protect them.

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