**Customer Service Manual**

Written by Mike Bila

4 Ways to Improve Customer Service

**1. Double the work now means half the work later.**

Whenever a problem arises, fix both the users problem and the cause of the problem. More work will be done up front, but soon you will only encounter serious problems. Eliminating the little, easy-to-fix problems will make an overall better user experience.

**2. Admit when you’re at fault**

Agitated customers often search for someone to blame, and admitting that

you or the company messed up will often quell their angers.

**3. If you can’t handle a customer or problem, pass it off**

When a problem comes up that you can’t solve, or a customer becomes too

uncomfortable to deal with, pass the call along to a supervisor. Trying to calm

down an angry customer and trying to fix a problem you can’t solve will only

create more problems.

**4. Don’t be directly demeaning to customers**

If the solution to a problem seems so simple that the customer may get angry,

phrase your proposed solution in a new way. For example, if their keyboard

might be unplugged, suggest they disconnect and reconnect the keyboard.

rather than making them look stupid, they will realize their error and correct

it without incident.