

Customer Service Solutions

Common Sense Tips That Really Do Work

By Larry Williams

Did you know that something as simple as an observation could directly affect your ability to serve your customers? People are very observant and key in to just about everything you do, regardless if you are face-to-face with them or not. The next time you think nobody is watching, think again! Here are two examples of how a cavalier approach to your job responsibilities can leave a negative impression with others.

Take care of company equipment

In your day-to-day routine, you may well use equipment your employer provided to help you carry out your duties. This equipment is important and costly. Treat this company equipment with care.

How would you treat it if you owned it? Think of your vehicle, cell phone, or any other of your valuable possessions. Would you appreciate it if one of your friends didn't treat it with care? Probably not!

Let everyone see that you handle company equipment carefully. Your employer and co-workers will notice and appreciate it. You'll reduce the chance that you'll be accountable for broken equipment when you can demonstrate a record of caring for and maintaining it.

Equipment maintenance, repair, and replacement are all costly expenses that come right out of the pocket of your employer and its bottom line. Increased company expenses generally means reduced revenue that can be spent on employees. Be a responsible care taker of the company equipment that your employer has supplied. It's in your best interest.

Keep your office clean

A clean office sends the message to a client that you are well organized. A dirty or cluttered office can give the impression that you don't care what people think about your business. If you take your organizational skills seriously, you will send the right message to your customers.

You can't predict when you will invite a customer to step into your office. Not all office visits are by appointment only. At times you will need to invite a client or customer into your office on the spur of the moment. These are the times when you'll wish you had a clean office.

How often have you dropped in on someone unannounced? Did you see an unexpected side of them? Was it favorable? Surprise office visits do occur more often than you might think. If you are prepared, you'll be better able to impress your customers positively.

Be prepared. Keep your office clean and looking good. Discipline yourself to make this part of your workday routine. You shouldn't have to fumble around a cluttered office, especially with a customer looking on. It can mean the difference between looking organized and looking careless and sloppy.

Recap: It's true - actions do speak louder than words. Condition yourself throughout your workday routine to be more responsible, productive and organized. This will leave a lasting impression with onlookers. Next time, I will show you how your personal appearance might be sending the wrong message to your customers.

(Editor's Note: Larry Williams is the author of the book – *Customer Service A to Z*. He is a nationally-recognized seminar speaker and passionate about spreading a positive message of customer service standards. For more information, please visit the website <http://www.CustomerServiceAtoZ.com>.)