



## MISTAKES COMPANIES MAKE WITH CUSTOMER SERVICE

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### COMMON CUSTOMER COMPLAINTS:

1. I've been waiting here forever.
2. I'm constantly transferred from one person to the next.
3. Did the person I speak to explain to you my situation.
4. You don't seem to care.
5. The product doesn't do what you said it'll do.
6. Your competitors said they'll do this.
7. Late responses on electronic messages.
8. Not getting call backs.



# COMMON MISTAKES COMPANIES IN CUSTOMER SERVICE:



1. Lack of training on how to handle issue
2. Reactive instead of proactive: Trying to argue with customers
  - a. A loser proposition
3. Lack of accessibility to customers
4. Not willing to call an audible that may go against your protocol
  - a. ie: This is not how we do it here
  - b. Not refunding
5. Not coming through on your customer service
6. Lack of organization on customer complaints
7. Giving the customer the run around (Avis)
8. Strictly automation: Sending a COPY / PASTE scripted response
9. Not using the basics
  - a. Thank you
  - b. Please
  - c. Request
  - d. I understand your frustration
10. Disregarding loyalty
  - a. If someone's been a member since
11. Not willing to take ownership immediately
12. Assuming
13. Bad attitude
14. Not building a relationship
15. Lack of speed
16. Talking too much instead of listening
17. Tone
18. Not empowering your staff
19. Auditing calls and tracking it weekly



# ADDITIONAL NOTES:



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