

8 WAYS to



Be Your Customer's Hero

To celebrate the 1 Year Anniversary of *Be Your Customer's Hero*, we collected eight tips from the book that you and your team can use to create Hero-Class® experiences. *by Adam Toporek*

1 DON'T TAKE IT PERSONALLY

Life on the front lines can be tough. Upset customers can be short; angry customers can be hurtful. But these moments are rarely personal and taking it personally only hurts you and your ability to resolve the situation.



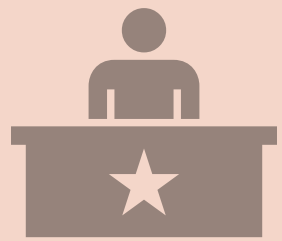
2 PREVENT SERVICE TRIGGERS

In HERO, we explore the 7 Service Triggers, which represent common hot buttons that set customers off. From being ignored to being disrespected, making sure customer triggers aren't pulled can prevent many service issues from occurring in the first place.



3 PUT YOUR BEST FACE ON

To deliver superior customer service, propel your career forward, and be a respected team member, make sure you always have your professional face on at work. Customers deserve a great experience -- and your best face.



4 MAKE FIRST IMPRESSIONS COUNT

Customers make immediate judgements about you and your organization within seconds of the initial encounter. First impressions have a huge impact on customer experience -- make sure your customer's have a great one!



5 BE YOUR CUSTOMER'S DETECTIVE

Create more successful customer experiences and prevent a large number of service issues by pursuing every reasonable alternative to satisfy the customer. Never comes back empty-handed, even if the only thing you bring back is how hard you tried.



6 SMILE WHEN YOU DIAL

While many nonverbal cues are lost over the phone, one important physical cue that transmits just fine is smiling. One study demonstrated that human beings can not only differentiate vocal intonation between a smile and a nonsmile but also among different types of smiles.



7 ASK QUESTIONS, LOTS OF QUESTIONS

Without questions, everything in customer service is harder; yet, for far too many frontline reps, answers are the first reaction to any customer service interaction. Questions help you identify needs, wants, and concerns. Use them. They work.



8 USE POWER WORDS

Some words are powerful not because of their specific meaning but because they have the same general impact on most people. Words like *appreciate* and *understand* are part of the 10 Power Words from HERO and can make any dialogue more effective.

