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Fancy Shirts receptionist is not expected to take customer orders. However, recently she handed Ron Steinberg, the sales manager, four orders that customers placed with her. In each case, the customer did not want to be transferred to a salesperson. Ron wonders what the receptionist’s secret is for forming such good relationships with callers. She answers, “I don’t have any secrets, I’m just courteous and friendly. I listen carefully and put a smile in my voice. It all comes down to paying attention to them, I think.”

Why would this be important to customers?