

5 Practical Coaching Priorities

Customer service is everyone's responsibility. Follow these tips to build strong relationships.

1 Focus on professionalism (it's what customers remember most)

Professionalism means knowing your role and company policies, following through on commitments, and staying calm when things get heated. Issues will happen, how you handle them matters.

2 Build strong relationships, solve problems easier

Transparency is key. Keep customers updated on changes, be honest when things don't go as planned, admit mistakes, and focus on solutions not blame.

3 Communicate clearly to be effective

Don't use jargon or provide unnecessary information. Know your company's policies so you can help customers or direct them to the right person. Review written messages before you send them.

4 Remain calm and polite

Don't take customer frustration personally. Learn techniques to stay calm in challenging interactions and focus on resolving the issue.

5 Make the customer feel heard

Use active listening to make the customer feel heard: Let them talk, repeat back what they said, acknowledge the concern and apologize.

