

Customer Service: It's the Golden Rule



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As a service provider have you ever been in a customer service situation and not known what to do to make your customer happy? Of course you have....we all have, and we have all gone through the internal dialogue of...If I do option A it will cost us this much money, and if I do option B, the client still may not be happy. So, what should you do?

The answer is relatively easy. Always go back to the Golden Rule – treat the client the way you would want to be treated! Whenever you are in a customer service situation and not sure what to do to “make it right”, immediately (and I mean immediately!) put yourself in your client’s shoes and ask yourself, “If I was the client, what would it take to make me happy in this situation?” Once you have that answer, take action right away and communicate with your client.

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