

Customer Service Step By Step On Main Street And The Internet!

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Customer Service Step by Step By Jan Burnett Subject: How to Keep Happy Customers How many times have you read an email from a customer only to gnash your teeth and let out a stream of expletives that shouldn't be spoken? One of the hardest things for an online business owner to handle is customer service. On the one hand you know you must honor the guarantee you placed on your site. On the other hand you have a proprietary interest in your "baby" and it's just not possible that someone doesn't love it like you do! Who's right? Who's wrong? Actually the answer is the same for each. That's not the issue. The issue is whether you want to win the battle but lose the war! In other words, you can spend many hours arguing back and forth with a customer and ultimately win that particular battle. Or, you quietly replace the product or give a refund promptly and courteously and you win the war. There are different types of customers and at some time it's practically a given that you will have a few that will take advantage of you. If you can't accept that, the best thing you can do is close your business and remain an employee. However, if you are committed to success in your business learn how to save your business and your sanity by learning how to handle customer service. This report is about helping you to understand and implement the secrets of converting visitors to customers without spending megabucks. It makes you aware of the simple steps you can take to make your web business profitable. Here is a small sample of some of the tricks you will learn: * How to build credibility into your site to get visitors in a buying mood * How to use free research techniques to create customer focus * How to choose the features for your web site that make it customer focused * How to constantly mould your web site to have a better customer focus * How to build profiled email addresses from your web site * What are the typical hot buttons for Internet customers * The customer friendly design elements ignored by most web sites

About The Author Jan Burnett Jan Burnett worked in various small and large businesses. She believes that one of the most important factors which the most successful businesses shared was that all of their staff had an awareness of the importance of customer satisfaction. Jan says that rapidly changing technology, strong competition and reduced profit margins have made customer satisfaction more

important than ever. She wrote her ebook to explain in plain language what she believes are the best methods for providing quality customer service in all areas of a business. Jan said that many books about Customer Service provide tips for better Customer Service and some explain the latest theories and research into the process. Her book is based on her front-line experience and some solid research into the methods and strategies which are currently being used to enhance interaction with customers in all kinds of situations. She tells you what works and her view about why it does. Jan has been using the Internet for a few years and includes a section dealing with the benefits of delivering some customer support through your web site. But, she says that there are some potential problems which everyone should also be aware of. Jan says, "With companies using more technology and reducing the number of experienced staff to cut costs and try to maintain profit levels, providing the best Customer Service you can is more vital than ever." Contents About the Author Why Customer Service is Important to You Consistent Responses to Customers Encouraging Staff Commitment "I don't need Customer Service Training!" Dealing with Dissatisfied Customers Encourage Client Feedback Dealing with Negative Feedback Meeting Customer Expectations Be Selective What Turns Customers Off What to Do to Keep Customers Develop Your Listening Skills Treat the Children Well Tweak Your Way to Success Test Shopper Communication Tips for Good Communication Telephone Making calls Receiving calls Letters and Postcards Benefits of a Customer Focused Web Site Customer Service on the Internet Documentation Make it Easy to Navigate Your Web Site Connecting with Customers from Your Web Site Email Feedback forms Live Chat Frequently Asked Questions Pages Forums Tutorials Conferences and Demonstrations Customer Service in the Future Improving Customer Satisfaction is Simple P.S.Please Don't Order this product if you're looking for a fat book full of fluff. What you'll get is a mini manual of high quality information that is written by Jan Burnett , who has put all these methods into practice. Jan shows you the simple steps to excellence in customer service.

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