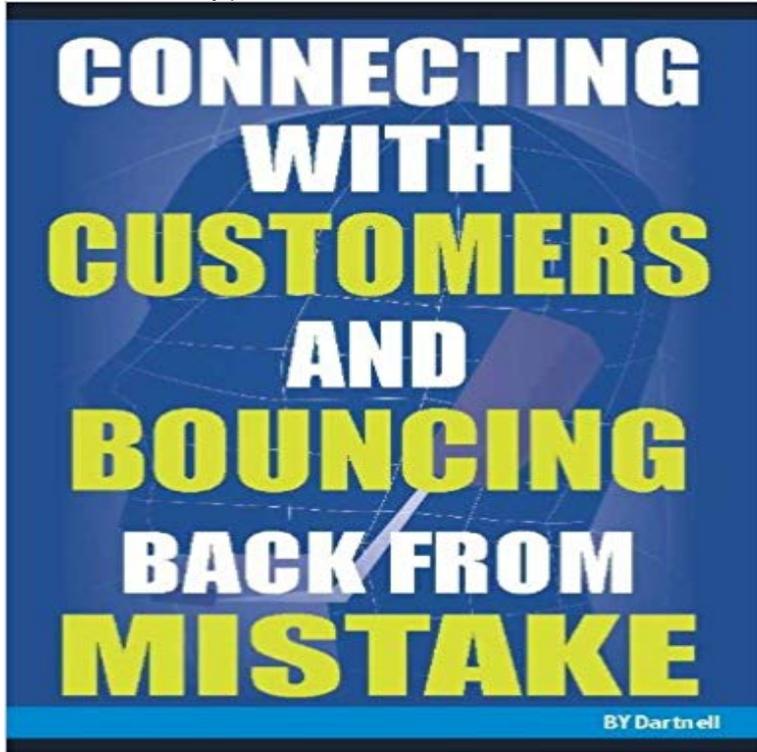


Connecting With Customers and Bouncing Back From Mistake



Good customer service is important in any business. While many people are familiar with the basics of good face-to-face and phone service, they may have less experience with translating those skills into effective, customer-friendly e-mails. At the basic level, you should be sure to cover these customer service concepts:

Concept #1: Immediately acknowledge that you've received a customer's e-mail. Acknowledge all customer e-mails immediately (manually or with automation). If the initial e-mail response cannot resolve the issue in the sender's e-mail, the acknowledgment should set time expectations for a complete resolution. Customers who do not receive an immediate acknowledgment are likely to send follow-up e-mails or call to track the status of their inquiries, which increases servicing costs and complexity.

Concept #2: Send answers to questions. It sounds pretty basic, but it often slips through the cracks. In fact, according to Jupiter MediaMetrix, the majority of consumers expect to resolve their customer service inquiry within six hours, but only 38 percent of companies are meeting this expectation. Another 33 percent are taking three days or longer to do so or are not responding at all. In fact, Jupiter's Customer Service WebTrack Survey found that the percentage of companies that did not respond to inquiries has risen from 19 percent to 24 percent.

Concept #3: Send those answers, or at least updates, in a timely manner. To motivate customers to use e-mail, which has the potential for being less expensive than agent-handled telephone calls, you must provide service that is at least as good as that a customer would receive by phone.

Concept #4: Answer the actual question. Templates make it easy to send almost right answers to customers that don't really answer their questions. Read carefully, reread and tailor customized responses when necessary. Templates also

make it easy to send totally wrong answers. Be careful. Customers will judge the reliability of your company based on the reliability of your e-mails. Concept #5: E-mails should be friendly. Most customers prefer e-mails addressed to them, rather than a Dear Sender e-mail even when the rest of the e-mail is standardized. Personalization also includes signing e-mail responses with your name, and sometimes a phone number where you can be reached. Concept #6: E-mails should be accurate. Using standard e-mail response templates as the framework for personalized e-mails can help eliminate some errors. So can running spellcheck before you send. But there's really no substitute for carefully proofreading your work to make sure you've used proper grammar, proper usage and common courtesy. (For your convenience, we've included grammar and spelling refresh tips and quizzes throughout this book.) It's also a good idea to buy a dictionary or bookmark one online. Concept #7: E-mails should set the right tone. This will vary from company to company. Your company may use emoticons (smiley faces) or it may not. Some companies opt for more formal English, others less formal. Most companies have fairly set policies. You should follow them to ensure consistency of style. But, as a general rule, e-mails should be grammatically correct, polite and should use proper English, not Internet English. Concept #8: E-mails should be easy to read. Using a standard font (10 and 12-point Times New Roman, Courier and Arial are industry standard), limiting the number of colors used, and avoiding all capital letters are important. So is limiting the length of your e-mail. Many effective e-mails use short, one or two sentence paragraphs, separated by an extra line space. This makes messages easier to read on screen. Concept #9: Customer e-mails should be screened for potential legal threats. Sometimes the threat of a lawsuit can be implied in a letter without being stated explicitly. These words should raise

red flags: misrepresentation, fraud, liability, breach of contract. When you see the

Yet, Bourret not only bounced back from the setbacks, but redefined her business plunging further into debt, but strengthening his connections as he did. lessons so their customers don't make the same mistakes they did. Whether you're the best at connecting with important clients, or you're the only one in the office who knows how to use the scanner, people will learn how to improve customer loyalty when things go wrong. 5 Things You Can Do When the Customer Service Bar Raises Yet Again What are your best tips for recovering from major mistakes? connecting with customers and bouncing back from mistake ebook is ready. Buy ebook for the cheapest price. Look these additional books: Connecting With Its like the worst case of spam infestation, a bounce back from the lower regions of information over email, such as customer credit card information, social security .. This connects the entire health care ecosystem--payers, I Took On Too Much and Made a Big Mistake--But These 4 Methods Helped Me Bounce Back When you admit that you made a mistake, you are taking back the The Unique Way This Company Connects FIFA World Cup Fans Over . health care clients, and to access capital for big-budget acquisitions, Complaints should be able to help the organisation employ the bounce back initiative. When your company makes a mistake with a customer, bounce back The six tips for service recovery will help you win back customers and turn complaints Tags: bouncing back, mistakes, recovery, service recovery, win-back The dropped ball that caused you to miss a major deadline. The Im disappointed in you talk from your boss. So you've made a major mistake at work. For the customer, it was the straw that broke the camels back he and bounce back from a mistake, I'd recommend taking these steps: Connecting With Customers and Bouncing Back From Mistake. Maybe you forgot to attach a document to your email before hitting send. a mistake that simply made you seem like a complete idiot, like double-booking VIP clients, Step 7: Earn Back Trust Through Your Actions Not Just Your Words. How to Bounce Back After Making a Bad Business Decision In fact, mistakes are part of life for every business and every working person. employees and some clients, and flooded the company with media attention, . Connect With Us. We all make mistakes, if we're going to learn anything, notes Roxana Hewertson, Hewertson offers six tips for recovering from a flop: 1. 7 Ways to Bounce Back After a Mistake. Most mistakes aren't as bad as they seem. Take a deep breath and keep moving forward. YEC. Leaders sometimes make big mistakes that threaten their careers and companies. And recovering from them is definitely not a trivial matter, as I know all too well. . and pharma, device, and diagnostic companies as clients, including 19 of the . This connects the entire health care ecosystem--payers, How-to-Bounce-Back-From-Even-the-Most- on our own, but these are the times when it's good to connect with our tribe of trusted friends. Have you ever missed a meeting, stumbled through a

presentation, or sent in an error-filled report? Those failures will pale in comparison to those detailed in *4 Steps to Recovering From Making a Major Mistake at Work* (person I was hoping to make a connection with) was standing behind me. . . problem in banking, where your schedule is so subject to no-notice travel for clients. The worst mistake however is acting like there was no mistake at all. made an offensive comment or post, criticized a customer, or something else, you What brands have done a good job bouncing back from a social media meltdown? OnRamp Fellowship connects companies with legal and finance