

"More business is lost due to poor service and poor treatment than poor product."
- Nancy Friedman

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Keynote Speaker; President, Telephone Doctor

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6 Sinful Customer Service Actions

Sin #1 – Not smiling
Man is that important. Our Telephone Doctor motto: “A phony smile is better than a real frown” would have helped the gal who was trying to help me one day. What a pooppy face she had on her. I refused to let it get me down or let her infect me at all. I smiled all the way through our conversation. Am pretty sure it aggravated her. As my husband says, “Just be glad her head isn’t on your body.”

Sin #2 – Co-workers talking to each other; ignoring the customer
That’s an OMG! Stop talking to ‘each other’ when a customer walks into the store. Immediately. Talk with them! Wave to them. Smile at them. If you’re talking with another customer, they’ll see how nice you acknowledge all the others.

Sin #3 – Not caring
Your customer can tell, immediately, if you ‘care’ or not. Right. The immediate interaction retailers make with the customer needs to be a ‘caring’ one. Your facial expressions, your tone of voice, your listening skills. They can tell if you judge them as an annoyance or not. It’s usually written all over your face. It’s the old saying “the customer doesn’t care how much you know, until they know how much you care.”

Sin #4 – A poor attitude
There are dozens, ok, hundreds, of articles on how important ATTITUDES are in connecting with customers. Almost everyone in customer service has written one. But it’s not something you can easily, if at all, teach. The difference between attitude and moods? Attitudes are permanent. Moods are temporary. Find staff with permanent good attitudes and you’ll have less bad moods, because those of us with a great attitude don’t like to wallow in the bad mood department. It’s not rocket science. It’s not brain surgery. It’s plain old common sense.

Sin #5 – Rushing the customer
Everyone is busy. Ballgames to go to. Appointments to make. Things to do. Yada, yada. The answer to that? Thank G_d we’re busy. We should be thanking our lucky stars we’re busy. But being busy does not give you carte blanche to rush folks. An easy, fresh smile to the person who’s waiting will go a loooooooooong way! Count on that.

Sin #6 – Not listening
Listening skills are the number one skill/trait customers want.

61% of Americans say they text while driving.

Mobile phones have 18x more bacteria than toilet handles.

100,000 mobile phones are dropped down the toilet in Britain every year.

47% of millennials said in a survey they sometimes use their smartphones to avoid people around them.

Nomophobia is the fear of being without your mobile phone or losing your signal.

Email Errors

- 1. **Poor spelling & grammar** – Use the old saying “when in doubt, leave it out.” If you’re not sure it’s right – don’t use it. Simple. There are always alternative words. Use those.
- 2. **Emails that are too long** – Two to three short paragraphs are perfect. If you have a lot of info, use an attachment. Remember, people are getting emails on iPad, iPhone, and even their iWatch. Long rambling emails are deleted or left for later and can be forgotten.
- 3. **Wrong subject lines** – Not changing the subject line when the information in the email has changed from one topic to another is a large irritant.

“REPLY TO ALL” came up as #4 because the CC of those is just that, a copy. FYI – If you feel the need to respond, direct your message to the person who sent it, NOT ‘reply to all.’

Here are a few ineffective phrases:

- “Just a note to let you know. . .” or “Just wanted to say. . .” or “I’m just checking in.” JUST is a weak, wimpy word. Not necessary. Ineffective. In fact, lame and useless. Eliminate the word JUST. Read those sentences without the word “just” and see how much stronger they become. (The worst: “Just a note to say thank you.”)
- “As I mentioned on the phone” or “Pursuant to our call.” Double work, not needed, not necessary. Confirm with: “Glad you liked the proposal” or “Enjoyed our call” or “Here’s a handy recap of our call” or “Good call and excited we can make ‘X’ happen.” Email is a time to use your personality. Formal sayings, unless you’re a lawyer (sorry), aren’t normally needed.
- “Please let me know if you have any questions.” You gotta be kidding me! Hard to believe folks still use this, but they do. Most folks will let you know if they have questions.

When these phrases are eliminated, the message is stronger.



“SPONTANEOUS”
“ENTERTAINING”
“REAL”



Real Feedback from Real People:

“Our Vistage members are accustomed to the best speakers from across the US and Nancy Friedman did not disappoint. Great content and delightful delivery characterize Nancy’s presentations. If you’re looking for a sales and customer service edge, Nancy will give it to you!”

“I have never seen anyone deliver so much valuable information in such a short period of time and present it with infectious enthusiasm. Simple ideas superbly delivered.”

“I find what you have to offer is priceless, one of the best investments one could make for their company.”

“Nancy is an absolute dynamo speaker when it comes to capturing an audience and giving them true nuggets of customer service wisdom.”

“I’ve been coming to ISSA for 3 years and have been to many programs, Nancy’s was the best I’ve ever seen.”

“The NINAWC audience did not want Nancy’s session to end!”

“Having you as our keynote speaker was the best decision we could have made for our convention.”

“It’s really astonishing Nancy. Your advice is so brilliantly simple and uncomplicated to implement, and yet so revolutionary to so many companies.”

A few exciting presentations Nancy has for you.

- Golden Nuggets of Customer Service and Sales
- Hell Hath No Fury Like a Customer Scorned: The Five Forbidden Phrases
- How To Be an Island of Excellence in an Ocean of Mediocrity
- 7 Traits of Being Successful
- Sales & Communication Skills From A to Z
- Email Matters: The Art of Better Communications

Make sure to visit NancyFriedman.com for the full list of topics and descriptions.

Your mobile phone has more computing power than the computers used for the Apollo 11 moon landing.

Nancy is the author of 9 books, all available at www.NancyFriedman.com

