

# Administrative Support Associates™

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## **6 Principles of Customer Service Etiquette**

*By Shawn E. Gilleylen*

Customer service etiquette principles should be integrated into every facet of your organization because providing superior customer service is the most effective way to differentiate your business from the competition.

Employers have a responsibility to set and effectively communicate the ground rules for how an employee should operate within their company. Often an employee is issued a manual or orientation without any formal training on the company's unique culture or way of conducting business. With this lack of understanding, you have employees in effect defining the company's policies based on their social norms, which leads to the loss of productivity, morale, and profitability.

Empower your employees by teaching them the six principles of customer service etiquette. Properly train and educate your employees on how to interact and communicate with customers to deliver superior customer service, cultivate long-term relationships with clients, build customer loyalty, and differentiate your business from the competition.

### ***6 Principles of Customer Service Etiquette:***

1. Smile and demonstrate good manners. Teach employees to smile, leading by example. Establish a culture of high quality customer service and commit to deliver superior service whether over the phone or face-to-face.
2. Make customers feel comfortable, valued, and appreciated.
3. Treat customers with respect, empathy, and efficiency.
4. Listen actively to be responsive and exceed customer expectations.
5. Effectively resolve the customer's problem.
6. Say "Thank you" and "Please" graciously.

Build prosperous relationships by treating customers as you want to be treated.

*Shawn E. Gilleylen is the founder of Administrative Support Associates, a firm offering business etiquette and customer service training. She works with businesses and individuals to help them gain a competitive edge by strengthening their professionalism, corporate image, and productivity. Shawn created the Success with Etiquette™ Training Program and facilitates seminars, workshops, keynotes, and one-on-one etiquette consultations. She is the author of "Success with Etiquette." Shawn can be reached at (202) 352-3166 or [shawng@successwithetiquette.com](mailto:shawng@successwithetiquette.com). Visit [www.successwithetiquette.com](http://www.successwithetiquette.com) for more information and to subscribe to a free Etiquette Tips Newsletter.*

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