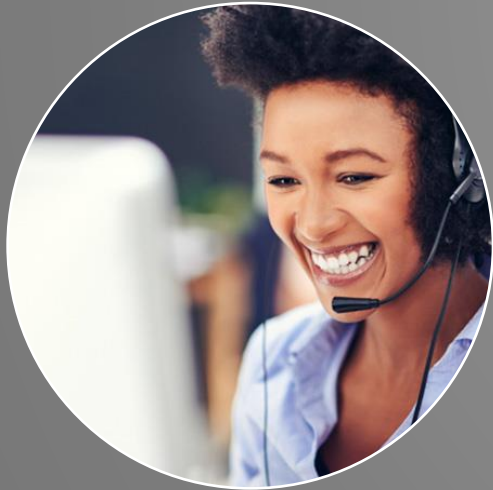
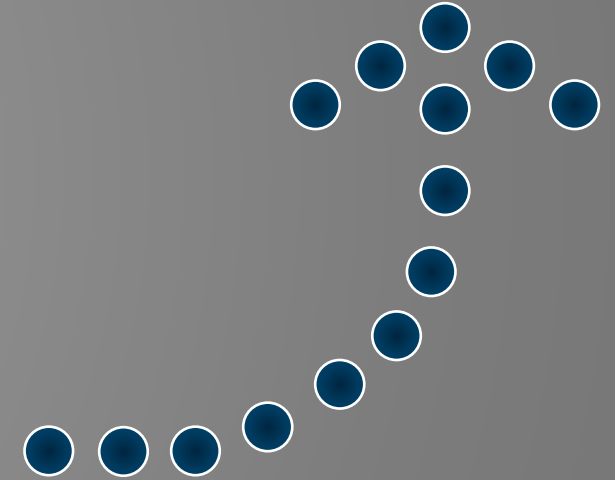


3 People Powered Ways to Elevate Your Customer Service



- ♥ Provides info beyond customer requests
- ♥ Asks open questions with empathy
- ♥ CX is positive and value is created



1 Listen & Learn

According to research published in 2021 in the International Journal of Hospitality Management active listening improves customer satisfaction



Building rapport, nurturing relationships and discovering new ways to add value

To



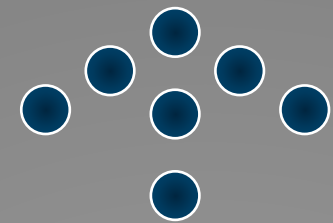
Gathering information and processing data

From



According to Gartner research published in 2020 proactive conversations with customers result in increased revenue, reduced cost and improved customer experience

2 Be Proactive



- ♥ Provides info beyond customer requests
- ♥ Asks open questions with empathy
- ♥ CX is positive and value is created

Proactively anticipating current and future customer needs

To

- ✗ Answers specific customer requests
- ✗ Follows standard procedures
- ✗ CX is neutral or negative

Responding efficiently to specific customer concerns

From

3 Get Personal



According to Zendesk research published in 2022 90% of customers spend more with companies that personalise service



Tailoring service to customers' individual needs and preferences

To




Delivering polite and professional service through standardised processes

From



Chris Dunn Consulting



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