Positive Body Language

Much of how customers perceive us is communicated through our body language. Customers don’t just hear our words — they interpret our countenance, posture and gestures. To satisfy our customers, we must exhibit body language that is professional and friendly. Here are six tips to improve body language, and thus our customer service skills.

1. **Smile.** A sincere smile goes a long way towards creating a positive service interaction. A smile says you enjoy what you are doing — helping customers.

2. **Make eye contact.** Eye contact tells the customer that you have his/her undivided attention, and suggests that you are trustworthy.

3. **Show that you’re listening.** Lean slightly forward as the customer speaks. Slightly tilt your head and nod to indicate that you understand what he/she is saying.

4. **Maintain positive and approachable posture.** Sit or stand with your spine straight and chin up. Slouching suggests laziness. A customer will interpret crossed arms as defensiveness.

5. **Direct with an open hand.** When directing customers, gesture with an open hand vs. pointing, which can be interpreted as rude. An open hand says, “right this way,” while a closed hand says, “go that way.”

6. **Cheat out toward the customer.** “Cheating out” in the theatrical world means to turn your body toward the audience or camera (or in our case, customer) as much as possible. Facing the customer vs. turning in profile says you are interested and attentive.

Spike says, “Congratulations and good luck to the Marching 101 who will compete in the Honda Battle of the Bands on Saturday, January 29th at the Georgia Dome in Atlanta. Go Bulldogs!”

**Today’s Customer Service Quote**

“Customer service is awareness of needs, problems, fears and aspirations.”

Author Unknown

COMING NEXT WEEK: Customer Service and Retention

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