Little Things That Make A Big Difference

Sometimes the grand gestures we make to please our customers don’t mean as much as the little things we do. These simple acts will show our customers how much we really care.

1. **Call them by name.** If you know a customer’s name, use it. People generally feel more respected when they are acknowledged as individuals. Simply saying, “Thank you (customer’s name), and have a great day,” to conclude the interaction boosts customer satisfaction.

2. **Assume good intentions.** We all should presume that every customer we serve is a good person with a good heart and good intentions. If we assume the best, we are better prepared to offer our best effort, and do all we can to help.

3. **Look them in the eye.** Making eye contact with our customers encourages them to trust us. Many people feel “put-off” and suspicious when someone speaking to them avoids eye contact. Let’s help our customers trust us.

4. **Be courteous.** The niceties we learned as children are still important as we serve all of our customers - both internal and external. Saying, “please,” “thank you,” and “you’re welcome” establishes goodwill, and models good behavior for our student customers.

5. **Deliver good news.** Positive language can shape a customer service interaction. Instead of saying, “You can’t do it that way” (bad news), try saying, “We can do it this way” (good news). Let’s always strive to be positive in our choice of words.

---

Spike congratulates the 2011 inductees into the **SC State Army ROTC Hall of Fame.**
See you at the Induction Ceremony on Friday, April 15th at 11:00 a.m. in the Dr. Barbara A. Vaughan Fine Arts Recital Hall. Go Bulldogs!

---

**Today’s Customer Service Quote**

> Nothing is ever lost by courtesy. It is the cheapest of pleasures, costs nothing, and conveys much. It pleases him who gives and receives and thus, like mercy, is twice blessed.

> -Erastus Wiman

---

**COMING NEXT WEEK: Motivating our Co-workers to Deliver Great Service**

---

**Click here for all Customer Service Tips** (printable)
Ellen R. Ricoma
Director of Quality Assurance
Student Success and Retention Program
P.O. Box 7013 - 121 Moss Hall
803.516.4979