



## Ten SENIC steps to... Better Customer Service

*The purpose of a business is to create a customer, but often the hardest thing for businesses is to keep their customers. Good customer service and after sales experiences are the key to the retaining your customers for life...*

**Don't underestimate** the value in being available to your customers. There is nothing more hated than long queuing times for customer service or constantly hearing recorded messages. Staff your customer service centre appropriately and divert staff if necessary during peak demand times.

**Ensure your Customer Service personnel are well trained** and know your products/services and procedures for handling situations such as returns/repairs etc. This will ensure customers are dealt with efficiently and effectively.

**Implement a good software system** that integrates with your ordering and manufacturing so you can provide real-time, accurate information to customers about their orders, account status, returns or repairs

If you are going to miss out on a commitment you made to a customer, **call them in advance**. A good CRM system will be able to flag you should you miss deadlines for dealings with customers.

**Only make promises you are sure you can keep.**

Broken promises are unforgivable. But remember, customers can be forgiving if their experience is one of genuine concern for them.

**Believe in your product** and love your customers.

Adopt a motto like Delta Airlines "we love to fly – and it shows"

Make sure by your **enthusiasm** in dealing with your customers they know you value them.

**Monitor your response times** in all dealings with customers and constantly seek improvements.

**Be obsessed with quality.**

**Always be proactive** in providing information to customers – especially if it is disappointing news such as missed shipment dates or stock shortages.

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**Our proven track record** in delivering Microsoft Dynamics Great Plains® means we have the experience, expertise and know-how to ensure you get the right solution for your business. Development of solutions for specific business requirements is our key competency – no matter how complex your systems transactions. We provide a full support and training service throughout the lifetime of your system, changing and evolving as your business does.

*"Everyone has benefited with GP from Genesys. From telesales and purchasing, to admin staff and the fulfillment people in the warehouse, they are all aware of our entire business process, and how their actions and decisions affect other departments. Everything just runs a whole lot smoother"*



Microsoft Business Solutions



**For better business productivity, contact Genesys Business Solutions today.**

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