

## **Chapter 4: Customer Relationships**

### **Know your business, know your customer**

- Forging and strengthening customer relationships should be a key priority. A pool of loyal customers, akin to that of good friends or raving fans, is perhaps one of the strongest assets a company can have.
- Smiling, maintaining eye contact, greeting, politeness, active listening and thanking customers for their time are fundamental service skills necessary in delighting customers.
- Getting feedback from your customer is a good way to gather insights on your strengths, what your competitors are doing and what else you can do better.
- Effective service recovery is one of the most critical points in any customer engagement because it gives you a second chance to get it right.
- Managing both feedback and customer details helps build a stronger relationship with the customer.