

## *Development Suggestions for Customer Service*

### Activities

1. Participate in focus groups with both internal and external customers to better understand their requirements.
2. Know who your customers are and what they want and expect from you.
3. Recognize that your managers and coworkers are also your internal customers, and that you are also accountable to them.
4. Regularly evaluate customer satisfaction levels to track improvements and to gauge any reactions to changes in performance throughout service delivery processes.
5. Get periodic feedback from a sample of your organization's customers.
6. Communicate frequently with your customers.
7. Have a thorough understanding of the motives, knowledge, understanding, and attitudes of the customers with whom you will be consulting or negotiating.
8. Make a list of what you believe your customer's needs are. Ask your customer to list their needs. Compare the two lists and identify the differences.
9. Be available for direct contact with your customers.
10. Keep your customer's requirements as your top priority when making decisions.
11. Be prepared to modify your direction in response to your customer's changing needs, input, and suggestions.
12. To the extent possible avoid creating rigid systems that are difficult to change. Your objective is to design systems that can be constantly adjusted to fit the changing needs of customers.
13. Use active listening techniques when communicating with the customer. Take notes on conversations that are not documented.
14. Make customer satisfaction your goal when developing long- and short- term organizational plans.
15. Develop a presentation for your supervisor or other stakeholders on quality improvement and customer satisfaction.