

10 Major Do's and Don'ts of Customer Service and What to Say Instead

Every day customer service representatives face situations when what they say makes or breaks a service interaction. Below are ten phrases that should never be used because they frustrate and anger customers.

- **“No.”**
It means failure! It is easy, cheap, unproductive and negative. It is de-motivating, discouraging and disinteresting. Everyone hates the word “No”.
- **“I don't know.”**
When customers hear “I don't know”, they hear, I don't feel like finding the information you need.
- **“That's not my job. / That's not my department.”**
Lead the customer to the person or department who can help him solve the problem.
- **“You are right – that is bad”**
Sympathising with the customer's plight and not doing anything to solve the problem does not do any good to win the customer.
- **“Calm down.”**
If a customer is upset or angry, let the vent (within reason) and they will eventually calm down. It is better to say, “I am sorry”.
- **“I'm busy right now.”**
What you do is politely ask the customer to be patient and wait till you are finished with the first customer. Tell the customer that he is important, and you are aware of their presence.
- **“That's not my fault.”**
Focus on the needs of the customer and not them blaming you, you can resolve the problem faster and with less stress and confrontation.
- **“You need to talk to my supervisor.”**
If you have a request from a customer that is beyond your scope of work or authority, always tell the customer that you will find out for him. Make it your business to talk to your supervisor and get the problem solved.



Wrong Approach	Polite & Friendly Alternative
"I don't know."	"I'll find out."
"No."	"What I can do is..."
"That's not my job."	"Let me find the right person who can help you with ..."
"You're right - this is bad."	"I understand your frustrations."
"That's not my fault."	"Let's see what we can do about this."
"You need to talk to my manager."	"I can help you."
"You want it by when?"	"I'll try my best."
"Calm down."	"I'm sorry."
"I'm busy right now."	"I'll be with you in just a moment."
"Call me back."	"I will call you back, what is your telephone number."

Need help training your team to say the right things at the right time?

This is part of our 147-page *Customers First™ Training Manual*. Would you like access to the rest PLUS training for your team? Book in a no strings attached session with Justin Herald to see how we can help.

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