



# THE V-EDITION

March 2017

Get social with us



35 Collins Street



200 George Street



1341 Chadstone Street



600 Bourke Street



420 Collins Street

**LEAVE A GOOGLE REVIEW DURING MARCH AND RECEIVE A 1 HOUR COMPLIMENTARY MEETING ROOM VOUCHER!\***

Simply click on one of the images above to write your review!

\*Conditions Apply. Offer valid until 31 March 2017.

## Customer service isn't a department. It's an attitude...

It's safe to say that consumer approval rules any industry and with new businesses starting left, right and center; how is your business different from the one next door? Here are some tips on how to improve your businesses customer service.



### Get personal and be available

Customers like knowing that there is a real person behind the phone or computer. Every customer is different in what they expect and how they expect to be treated. Companies need to adapt their techniques for the customer to build a connection with the representative. Although FAQs and auto response emails are effective in saving time; they miss the whole point in customer service. If your customer has a question for you; isn't it your duty to answer it? At VCSO, we have 2 receptionists sitting at the desk to cater to our clients calls and requests as well as our own.

### Create communities

It is important to build rapport with customers. Today, almost everyone has social media. People use this to share their experiences; good and bad. People are more likely to make a complaint over social media than in person. 40% of these complaints expect a response within an hour. Companies that improve their social media services can see an improvement from 30-50% in repeat purchases, upselling and recommendations.

When VCSO deals with anything to do with meeting rooms to enquiries, we respond promptly and with a friendly, 6-star service. Our social media outlets are constantly monitored as well.



### Know how to handle a complaint

The aim of any business is to do things right the first time to avoid complaints however it is expected that a complaint may happen every once and a while. When it does, it's important to understand how to handle the complaint. The LEARN Model is how we at VCSO handle our complaints.

- *Listen* to what your customer is saying. Ask questions to show you're engaging and eager to fix the issue.
- *Empathize* with them. Put yourself in their shoes.
- *Apologize* to them.
- *React* to the complaint. Often, a customer just needs to hear that a business is in the wrong and all they're after is an apology.
- *Notify* your team of the complaint so that employees know what to do and what not to do in future.

