

Incredible customer service is non-negotiable. Dr Brian Jude, well-known trainer, speaker and author, talks about why the right attitude is crucial in his book 'The Psychology of Customer Service'. Here are some extracts from his book:

The KEY to growing your Business: CUSTOMER SERVICE



What does attitude have to do with service?

When we look at customer service, we have to start with self-esteem. The image you have of yourself influences your self-esteem (which can be positive or negative). It influences the way you project yourself onto others. How do you feel about yourself? Good or bad? How you feel about yourself – your self-esteem – influences the behaviour you project onto your customers. Unfortunately, many people have a poor self-image. This is caused by negative criticism, teasing.... These are all factors that contribute to a person's poor self-image.

How does a poor self-image influence your level of service?

When you feel depressed, you usually have poor control over your emotions. This makes you a victim; you see a customer's complaint as a personal attack.

Your behaviour is your choice: you are not born happy or angry or critical. You choose how to act in a certain situation. You choose to be happy or angry or defensive. In other words, you can choose your attitude!

The power of positive thinking

Almost all the successful people whom you will come into contact with think in terms of can rather than cannot. They do not sit back and complain about crime, Covid-19, the economy or the inflation rate. They work with what they have, and are usually smart enough to know what they can and cannot change – and they change that which they can.

The power of positive thinking is about how we see the world. Do you see the glass half full, or half empty? People with positive attitudes see the glass half full. People with negative attitudes see the glass half empty. Remember, your attitude determines your choices.

Attitude and self-image

People with positive attitudes like themselves. They have a good self-image and this leads to increased levels of customer service. People who have a good self-image do not have to make customers feel inferior to prove that they are better than the customer. They have the ability to work towards a win-win situation that could lead towards the customer feeling valued and cared for so that they are more at ease.

Attitude is the most important aspect towards creating a better self-image. Develop a positive attitude towards your work, your Annique business, your products and services and your customers – you will start feeling better about yourself and have more fun on top of that. The end result will be better customer service.