



**CUSTOMER  
COMMUNICATIONS  
QUICK REFERENCE GUIDE**



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## Customer Communications

*Communication is made up of 55% body language, 38% tone of voice, and only 7% words.*

When you communicate it is important to remember that it's not just what you say, but how you say it that impacts your message. Let's examine the following statement: *I'm really excited about my new job.* If I deliver that message with a sarcastic tone while rolling my eyes, the message delivered is the exact opposite of the actual words. So consider this: if you are having a "grouchy day" and that shows in your tone as you greet customers, the intended message is likely to get lost. So... your personal attitude is the foundation of effective customer communications.

### Body Language-----

- A.** Have good posture; it communicates confidence – no leaning or slouching.
- B.** Hands should be at your side or in front – not in your pockets, folded or behind your back.
- C.** Smile and make eye contact with customers.
- D.** When gesturing in a direction, always use an open hand rather than a pointed finger.
- E.** Avoid nervous gestures such as touching your hair/face or jiggling change in your pocket.
- F.** Texting or answering a cell phone in the presence of customers communicates that you are too busy to be of assistance.

### Speaking with Customers-----

- A.** Acknowledge customers as quickly as possible.
- B.** Be professional and friendly, but don't overdo it.
  - a. Never discuss personal or work problems.
- C.** Use a pleasant greeting or response.
  - a. They include: good morning, good afternoon, have a nice evening, how may I help you, thank you for waiting, it will be my pleasure.

- D.** Do not use jargon or slang.
    - a. That includes acronyms that may not mean anything to customers.
    - b. Avoid words like: hey, dude, man, honey, dear, yeah, sure.
  - E.** Actively listen – never interrupt.
    - a. Maintain eye contact and occasionally nod or gesture that you understand.
    - b. Let customers finish what they are saying and then ask clarifying questions.
  - F.** Be sincere.
    - a. Avoid: next or next in line, hold or hold please.
  - G.** Find the answer.
    - a. Avoid: I don't know, we can't do that, it's not my job.
    - b. Use: I will find out and get back to you by\_\_\_\_, here's what I can do, let me have \_\_\_\_\_ contact you by\_\_\_\_\_.
  - H.** Remember that kids are customers too. Answer their questions and/or provide appropriate assistance.
  - I.** When interacting with someone who is frail and/or elderly, do so with respect.
    - a. Do not speak to them as if they are children.
  - J.** When interacting with someone who is using a wheelchair, speak to them directly (not a person with them) and do not touch their chair (it is part of their personal space).
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