

Top 10 Golden Nuggets of Customer Service

According to David L. Aaker, a recognized customer service guru, the following 10 points will bring your customer service level up to a truly world class level.

- 1. Know your customer by their first name**
- 2. Listen twice as much as you talk**
- 3. Always tell the truth**
- 4. Never argue with your customer**
- 5. Under promise and over deliver**
- 6. Follow up, follow up, follow up**
- 7. Be thankful for customers who complain, for you still have the opportunity to make them happy**
- 8. Enthusiasm**
The attitude of the employee is contagious to the customer
- 9. Be thankful for each and every customer**
- 10. The GOLDEN RULE**

You can and should contact David for your customer service issues at:

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