

Guidelines for Superior Customer Service

Albemarle County Department of Social Services

Provide a Warm Welcome.

- Make eye contact (start and end every contact and communication with direct eye contact).
- Be attentive to your dress.
- Extend the appropriate greeting (for example: “Good morning/afternoon/evening!” “Welcome!” “Have a good day.” “May I help you?” “How can I help you?”).
- Be attentive and not distracted in your demeanor.
- Provide appropriate and sincere facial expressions (happy, concerned, etc).

Attend to Customer Concerns.

- Give people time to tell their story . . . don’t rush them.
- Listen attentively, affirmatively, and actively.
- Check for understanding and ensure *all* customer questions are answered

Provide Superior Service.

- Find a way to articulate issues in a positive way rather than “the rules are” or “the regulations are” or “the manual says” statements.
- Attempt to resolve small problems before they become big problems.
- Always find the answer for the customer or find someone who can address it.
- Talking about personal or job related problems with a customer is unacceptable (for example, “My caseload is overwhelming and I cannot get to your case now.” or “I’m worried about my upcoming surgery.”).

Provide for Closure.

- Use please and thank you statements at the conclusion of every transaction.
- Summarize/conclude the interaction/conversation.