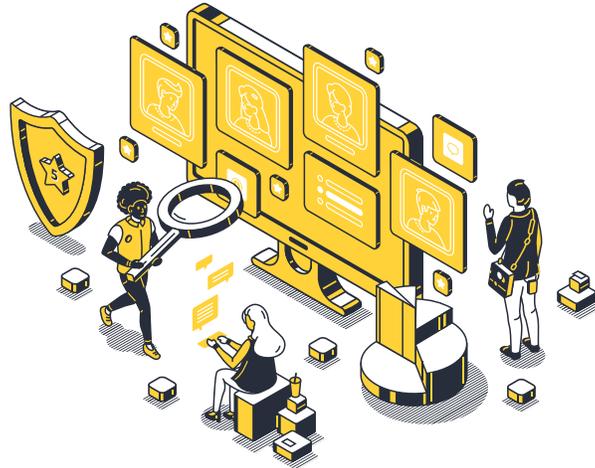




# 11 Critical Customer Service Skills

*You Need To Have in 2021*





## Many businesses are struggling to keep up—your business doesn't have to.

It's 2021, and the world of business is rapidly digitizing and you don't want to be left behind picking up the pieces of an ever-evolving tech world impacting how brands deal with the influx of new online customers.

Do your research, study up on *how* to make people *feel good* and get going on crushing your 2021 business goals and take your brand to another level this year.

This is why it is **key** for your business to start incorporating traditional customer service practices into your daily business activities and **pairing it** with modern software and new customer service techniques to find that perfect mesh of old-school with new-school.

Once your mindset begins to shift towards your customers and their user experience with your brand, you will begin to drive meaningful impact on *how your customers interact and feel with your brand*, as well as increase your *level of brand advocates* which in turn generates more buzz about your brand and leads to more sales—it's a positive cycle.

### **tldr;**

If you don't incorporate traditional customer service fundamentals/mindset with new age software and customer service techniques, you are leaving leads on the table and doing your brand a disservice.



**DISCLAIMER**

If you are completely new and have no idea what customer service is, here's a quick run-down:

# Firstly, what is customer service?

Customer Service is all about providing support to anyone who interacts with your business, either existing customers, or prospective ones. Customer service agents, or in our case, customer service hero's (<3) interact with people and their questions through in-person, phone, email, chat and/or social media channels.

We at Call Center Guys are obsessive in our people-first approach, and drive to deliver a customer experience like no other.

You can read more about [our client's success stories](#), or check out [what we are all about](#).



*“Your most unhappy customers are your greatest source of learning. Your most unhappy customers are your greatest source of learning. Your most unhappy customers are your greatest*



## So, here are the steps.

Let's jump into the 11 key customer service skills YOU should have in order to augment your customers' experiences' with your brand.

### 1. Patience

Without a doubt, you need to take the time to understand the potential confusion or frustrations that your customers might be feeling at any given time with your brand. Being listened to and handled with patience goes a long way in how your customers feel about their interactions with your brand—never belittle, or denounce their concerns.

You don't want to be churning through customer inquires as quickly as possible. You and your team need to take the time to listen and fully understand each scenario presented by your customers and take action in solving their needs with grace, understanding and above all, patience.



*“The two most powerful warriors are patience and time.”*

— Leo Tolstoy

## 2. Ability To Communicate Clearly

Customer service is on the front lines of problem solving all the possible concerns your customers might be facing—and it's not always straightforward solutions.

Your goal is to simplify and deconstruct the message/solution you provide back to your customers in an easy-to-digest way.

Overly complicated messaging leads to frustration and confusion and can be a major turn-off with some customers. On the other hand, providing vague, or generic answers will also deter your customers since it might not help in solving their problem.

Find that perfect balance between complex and simple, and execute on \*how you communicate clearly\* with your customers so that the right message is presented, with just the right amount of information.

**Tip:** Try out the "[Keep It Simple, Stupid](#)" [design principle](#) to help reduce complexity in your customer service systems and get straight to the points you want to be hitting on during those key interactions.

## 3. Attentiveness

The ability to truly listen to your customers is crucial to providing great service for a number of reasons. Not only is it important to pay attention to individual customers' experiences, but it's also important to be mindful and attentive to the feedback that you receive at large.

What does this mean for you?

It means that sometimes the clues to your problems lie in-between the lines of what your customers are saying.

Most people will never say, "I HATE that you are doing X which leads to Y", instead they might say, "I'm having trouble with X, which is also then causing issues with Y, do you know why that might be the case?". BOOM, you just found out an issue that needs to be addressed on your end—something is wrong with X and your customers are giving you the hints!



So be attentive to *what* your customers are *saying*, and you will be able to *faster* find areas of critical need within your business and *save you the time* of doing internal research yourself.

## 4. A Methodical Approach/System

Never rush into an interaction. Just don't. In customer service, you want deliberate, detail-oriented people meeting the needs of your customers—these qualities are highly appreciated and go a long way in how your customers feel about their interaction with your brand.

### Why is having a methodical approach good?

1. It opens the doors to getting to the real heart of a problem before firing off a reply—never attempt to solve anything without understanding what needs to be fixed.
2. It allows for yourself and your agents to stay consistent with *how* to deal with the concerns of your customers and gives you and your agents some breathing room with the *approach* on how to reply to your customers.
3. It provides parameters for everyone to follow, even your customers! Later down the road, your customer will reply back saying that they fixed the issue they were having thanks to the input from your team, leading to the increase in brand advocates/loyalists.

Remember that customer service is always on the front lines of all your customers' concerns, so you must keep a cool-head at all times, and have a solid infrastructure in place that can allow for both your team to have a cushion to fall back on, as well as provide clarity & consistency for your clients to appreciate and follow.



## 5. Problem-Solving Skills



Not every interaction with a customer is clear and easy, sometimes concerns arise that lay buried beneath many layers of complexity. Your job is to peel away these layers to come to the core issue at hand, and tackle it head on.

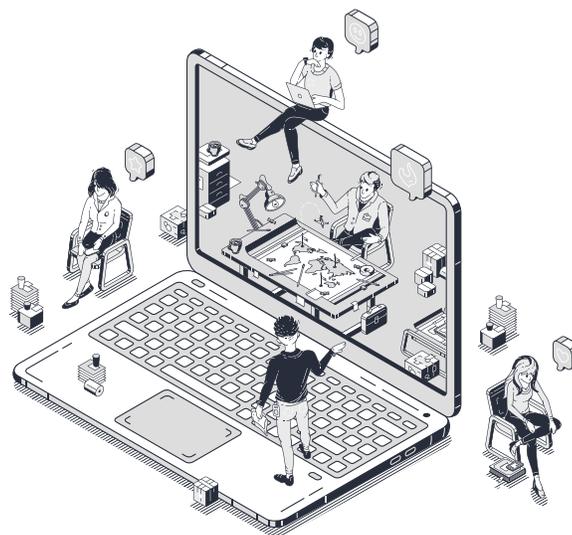
This means your team *must* *always* dig deeper to find the root of any concern to provide a solution that isn't surface level, but directly solves the customers needs and anticipates any future ones.

Here's an example.

**Problem:** Someone is having trouble signing-in to their account.

**Solution:** You anticipate the issue and provide new login details to your customer, while educating them on how they can later do this themselves in the future.

**Outcome:** You solved your customers needs, taking the initiative to make their lives easier, all the while doing so with grace, patience and professionalism—that's a big win for how your customer will feel about their positive interaction with your brand and will have them preach how amazing your customer experience was.





## 6. Product Knowledge

The best customer service agents have a deep knowledge of how their companies' products/services work. After all, without knowing *how the business ticks*, they won't know how to help when customers run into concerns.

On our end, we use an extensive knowledge database that clearly educates our customer service hero's on every aspect of the clients business that they are working on, and provides a quick and easy portal to access any information they might have about a specific question within seconds.

Having a solid understanding of your product/service will ensure your team never provides misinformation to a customers concern, and will only strengthen their confidence in providing accurate and timely solutions.



## 7. Time Management Skills

This might sound counter-intuitive to what we mentioned above—but spending *too much time* on every customer *can also be a concern on your end*.

Time is money, and although you would love to spend all the time in the world with every customer, it's just not realistic.

This is why being attentive matters; getting to the root of your customers problem will save on the total dedicated time spent on that interaction.

The best customer service is organized, efficient and timely—no one wants to hang around longer than they have to

Want to learn a fun fact? Check out our recent post on the [longest customer service interaction in history](#)

## 8. Empathy

Maybe empathy isn't necessarily a "skill", but it's an incredibly important trait to have within yourself in order to deliver on great customer experience.

Understanding and sharing the emotions of your customers is what creates a connection between your brand and them, and that bond is the difference between a customer walking away with a positive interaction or a negative one.

In fact, if your organization tests job applicants for customer service aptitude, you'd be hard pressed to look for a more critical skill than empathy.

That's because even when you can't tell the customer exactly what they want to hear, providing care, concern, and understanding will go a long way for that positive interaction you should be aiming for.

## 9. Willingness To Learn

This might sound generic, but it is FUNDAMENTAL to the success of how you deliver on your customer service experience.

Albeit, a \*general skill\*, having the drive to constantly become a better, more educated individual leads to next level customer service—something that no one can complain about.

Yourself, and your team, \*must\* \*always\* be striving for improvement and take seriously the reflection necessary to pinpoint the good (and the bad) in your current customer service efforts.

Those who don't seek to improve what they do—whether it's building products, marketing businesses, or helping customers—will get left behind by the people who are willing to invest in their own skills to become a \*better\*, stronger version of themselves to \*better\* give back to those in need.

## 10. Ability To Handle Surprises



*“Life is like a box of chocolates. You never know what you're going to get.”*

— *Forest Gump*



Customer service is like a box of assorted chocolates, you never really know which one you're going to get at any given time. Customers will come at you from all sorts of angles—making your interactions a mix of bitter-sweet concerns that need to be addressed.

So don't open every box thinking it's going to be a sweet treat waiting for you on the other side, prepare for the worst and tackle each customer's concern head on. Fall back on your knowledge base, your patience and your attentiveness to make the most out of every interaction to really solve the root of your customer's needs and have them coming out of that interaction feeling positive about your brand's approach on proactive, engaging and insightful customer service.

## 11. Closing Ability

First impressions matter. Last impressions leave an impact.

The ability to end a conversation on a firm, positive and professional note *is key* to how your customers will feel long-term about their interaction with your brand. Confirming customer satisfaction at the end of *every* interaction will be critical in making sure your customers feel taken care of.

*Never* leave any concerns unaddressed.

*Never* drop a call without solving all of your customer's needs.

*Never* assume you're done until your customer says so.

Take the time to double-check, triple-check, quadruple-check that your customers are completely satisfied with their interactions.

It is appreciated, and your customers will make sure to pay-it-forward in ways that you might not even imagine.



# To Conclude...

We hope that by providing these 11 key customer service skills you can take back some new-found knowledge on how you can crush your customer service game in 2021 and really build out a solid customer service infrastructure that will keep your customers happy, engaged and positive with any and all interactions they face with your brand.

If you have any further questions, or are looking for help in augmenting your brands customer experience, reach out to us and we will be happy to help!

✉ **Shoot us a message!**

👉 **Check us out on social!**

