

Kindness in Customer Service

This is what Forbes says about customer support: “The right customer service person is empathetic. They treat others the way they would like to be treated. They are invested in the outcome as if they owned the business. They worry about every interaction and pay attention to detail and go above and beyond. In short, they are kind and that kindness is there with every interaction every time. Whatever the cost to find these people, it’s worth it. It’s a lot easier and less expensive to find the right employee than it is to win a customer’s heart, especially after a bad experience. Getting them back is a longshot, at best.”

<https://www.forbes.com/sites/larrystuart/2019/04/22/want-world-class-customer-service-add-kindness-and-trust/#76573a0e631e>