



## Governmental Services Center

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Link to our Course Catalog

# Customer Service Etiquette

For more information on customer service, please attend our workshop *Customer Service: Serving the Commonwealth*

### Phone Etiquette

- Answer promptly
- Discontinue any other conversation or activity before picking up the receiver
- Speak clearly in a pleasant tone of voice—SMILE
- Use hold button when leaving the line so that the caller does not accidentally hear conversations being held nearby
- When transferring a call, be sure to explain to the caller what you are doing and where you are transferring them



### Email Etiquette

- Keep messages brief and to the point
- Use sentence case
- Use the subject field to indicate content and purpose
- Use signature that includes contact information
- Remember that your tone can't be heard in email
- Remember that email is not private
- Don't use email as an excuse to avoid personal contact
- Be informal, but not sloppy—spelling, grammar and punctuation rules apply



### Face-to-Face Etiquette

- Always acknowledge and greet your customer
- Personalize your interaction with the customer
- Always deal in a genuinely friendly and courteous manner
- Show an attentive interest in the customer by asking questions and listening to their requirements
- Always use plain understandable language—avoid company jargon
- Apply your knowledge to meet the customer's needs
- Be knowledgeable about your business and services
- Demonstrate a good balance between a commitment to the customer and a commitment to the organization
- Make sure you truly understand your customer's request
- Always end your dealings by saying thank you and/or goodbye

