

**Welcome** to Connect, your regular burst of knowledge, insight, updates and top tips spanning JSB's full range of expertise.

**Customer service.** It is something that affects all of us as consumers and most of us in our careers. The news that Scottish Power has been fined £18m for customer service failings is a stark reminder of what's at stake by getting it wrong. This high profile case focuses on the failure to treat 300,000 customers fairly, with inadequate call handling, late billing and bad management of complaints. Other cases may not hit the headlines, but can be equally damaging in terms of reputation and future revenue.

In this issue of Connect we take a look at what makes great customer service, tips for handling customer complaints and why your telephone technique is so important.

## What makes great customer service?



A few months ago Which? published the results of its '2015 Best and worst brands for customer service' survey, and a closer examination of the data behind the headlines raises some interesting questions about what makes great customer service.

[Read the blog post »](#)

## Customer Service - The Facts -

Employees only ask for the customer's name 21% of the time, despite the fact that everyone loves hearing the sound of their own name. (ContactPoint Client Research)

Eighty-one (81%) of consumers who switched loyalties say the company could have done something differently to keep them as customers. (Accenture)

A typical business hears from 4% of its dissatisfied customers, with 96% not voicing their complaints, and 91% never coming back. ("Understanding Customers" by Ruby Newell-Legner)



## 10 Tips for Dealing with Customer Complaints

We try to avoid them, but receiving complaints are part and parcel of running a business and they can be a great catalyst for positive change and improvements. Here's a quick guide to how you should deal with customer complaints.

[Read our guide »](#)

## 5 ways to immediately build rapport...

1. Why do you think things happened in the way in which they did?
2. What did you feel as a result of what happened?
3. What judgement did you make about the level of service and the organisation responsible for it?
4. What did you do as a result of your experience?
5. With this in mind, what could your team do differently?

## Most Frustrating Things to Happen to Customers on the Telephone - and How to Avoid Them



In this blog post we take a look at the most frustrating things that can happen to customers and clients on the telephone, and suggest steps to take to avoid them happening in your organisation.

[Read the blog »](#)



## In-house customer and client care training

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[Ask us for a sample in-house programme 'Going the Extra Mile' »](#)

Matthew Solon,  
JSB Managing Director



## 30-minute team exercise

## Identifying the components of excellent customer or client service

Break your team into two groups:

**Group 1** *Think of real life examples of excellent customer service in your team's experience*

**Group 2** *Think of really poor examples of customer service in your team's experience*

1. Why do you think things happened in the way in which they did?
2. What did you feel as a result of what happened?
3. What judgement did you make about the level of service and the organisation responsible for it?
4. What did you do as a result of your experience?
5. With this in mind, what could your team do differently?

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