



## **White Paper: The critical importance of ingrained Customer Service thinking in the Outsourced Contact Center Vendor Relationship**

Customer service is an integral part of your and our job and should not be seen as an extension of it.

1NW Contact knows that the most vital asset of each of our clients is its customers. Without customers, our clients would not and could not exist in business. When you outsource an inbound contact center relationship to 1NW Contact, we recognize that you are counting on us to satisfy your customers. Those customers not only help us grow by continuing to do business with you, but recommend you to friends and associates.

The active committed practice of excellent customer service should be as present in a contact center as it is in any other sales environment.

### **Our Ten Commandments of Customer Service**

**At 1NW Contact we train, manage and reinforce with each and every agent the following:**

1. **We know who is boss.** We recognize that you, our client, are in business to service customer needs, and we can only do that for you if we know what it is your customers want. We truly listen to your customers; they let us know what they want and how we can provide good service. We never forget that the customer pays our salary and makes our job possible.
2. **We strive to be good listeners.** We take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. We listen to their words, tone of voice, and the implied body language, and most importantly, how they feel. We coach our agents to beware of making assumptions - thinking know what the customer wants. Do you know what things are most important to your customer?  
**Effective listening, undivided attention**
3. **We train our agents to identify and anticipate needs.** At 1NW Contact we recognize and train our agents to be keenly aware *that Customers don't buy products or services; they buy good feelings and solutions to problems.* Most customer needs are emotional rather than logical. The more we get to know your customers, the better we become at anticipating their needs.
4. **We make customers feel important and appreciated.** We train our agents to treat customers politely, professionally and as unique concerned individuals. We always use their name and find ways to engage with them and compliment them, while being warm and sincere. We know that people value sincerity. It creates good feelings and trust. We think about ways to generate good feelings for customers to be doing business with you. Customers are very sensitive and know whether or not we really care about them. We thank them every time we get a chance.
5. **We help your customers understand your systems.** Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, and become impatient and angry. We will take time to explain how your systems work and how to simplify transactions. We will be careful to provide the support and care so that your systems don't reduce the human element of your organization.



6. **We appreciate the power of "Yes".** At 1NW Contact we will always look for ways to help your customers. When they have a request, we will give them a straight forward positive response. We will look for a way to make doing business with you easy. We will look to our training materials and our escalation procedures to always do what we say we are going to do.
7. **We know how to apologize.** When something goes wrong, the first thing we will do is apologize. It's easy and we know that customers like it. The customer may not always be right, but the customer must always win. Whether we enjoy it or not we make it simple for customers to complain. We value their complaints. As much as we dislike it, it gives us an opportunity to improve the process. Even if customers are having a bad day, we will push our agents to go out of their way to make the customer feel comfortable.
8. **We strive to give more service than is expected.** Since the future of all companies lies in keeping customers happy, we will strive to elevate your company image and actions above that of the competition. Consider the following:
  - What can you give customers that they cannot get elsewhere?
  - What can you do to follow-up and thank people even when they don't buy?
  - What can you give customers that may be totally unexpected?
9. **We will give you regular feedback.** At 1NW Contact our agents will welcome suggestions about how you could improve your products and/or services. We pledge to find out what customers think and how they feel about your services.
  - We will listen carefully to what they say.
  - We will ask regularly during the call how they perceive things are going.
  - We will work with you to provide a method of posting communication into your customer service system that invites constructive criticism, comments and suggestions.
10. **We will treat 'all concerned' well.** At 1NW Contact we listen and respond!
  - At 1NW Contact we treat our agents well and give them opportunities for training, self improvement and lots of positively postured feedback on their performance.
  - We remind our team leaders that agents and customers all need regular doses of appreciation. We thank them and find ways to let them know how important they are.
  - When we treat our agents with respect we do so expecting that they will have a higher regard for your customers.
  - At 1NW Contact appreciation stems from the top of our organization. We run our business with the precept that treating customers and agents well is equally important.

### **About 1NW Contact:**

*More and more organizations of every size are turning to third party outsourcing providers to service their customers and for good reason. Operational expertise, access to expensive technologies, and rapid scalability and flexibility are just some of the benefits gained from using an outsourced contact center partner. Success requires a partnership that works. At 1NW Contact, we understand the dynamics of this relationship and we will forge a successful partnership as your outsourced contact center provider. We have over 40 years of experience implementing outsourced projects that meet desired goals and stated results.*

### **EXPERIENCE THE DIFFERENCE**

**CALL US AT 877-404-5639 WITH YOUR PARTICULAR NEEDS AND WE WILL CRAFT A SOLUTION IDEALLY SUITED FOR YOUR PRODUCT OR SERVICE REQUIREMENTS.**