



## Customer service

### Ten most common employee mistakes

Here are ten customer service mistakes to watch out for in employees on the front lines.

- 1 Taking the customer for granted.
- 2 Using jargon and expecting the customer to understand.
- 3 Speaking too fast, so that the customer has to ask the customer service rep to repeat what he said.
- 4 Giving short clipped answers.
- 5 Not reacting proactively to the problem.
- 6 Not appearing as if the CSR cares about the customer's problem.
- 7 Being preoccupied with other tasks from talking to other people to doing paperwork.
- 8 Interrupting the customer or no longer listening.
- 9 Not taking the customer seriously.
- 10 Arguing with the customer.
- 11 Making it clear that the company is more important than the customer.

*Taken from the book Best Practices in Customer Service  
by Ron Zemke and John Woods.*

Stonewood Corporate Center  
W175N11117 Suite 202  
Stonewood Drive  
Germantown, WI 53022

DON DAWSON  
DAN BEAULIEU, CME, CSE

Tel: 262.250.9653  
Fax: 262.250.0562  
e-mail: dbmpcb@aol.com  
www.dbmpcb.com