

ERVICE-IRST 10 COMMANDMENTS

We are their frontline and collectively answer 8.2 million calls a year on their behalf, so we know a thing or two about providing impeccable service. Our aim is to deliver a memorable first impression for all the right reasons every single time. 2014's #ServiceFirst campaign highlights our top 10 must-dos when it comes to service for any business – large or small.

OVER 6500 UK BUSINESSES ENTRUST US TO LOOK AFTER THEIR CALLS.



#SERVICEFIRST

This is the basis of every good customer service strategy. It

enables you not only to match a customer's expectations, but exceed them.

So many businesses base the majority of their decisions on assumptions. Unsurprisingly most turn out to be inaccurate. Ask your customers what they think. It will be the most honest, constructive feedback you've ever had.



#SERVICEFIRST

your general communication; speak your customer's language.

Every business has its own internal jargon. Don't let this slip into

WORKERS = HAPPY From the developer to the receptionist, your people are everything. Keeping them happy and motivated will mean you

deliver great service. Simple as that.





Often the smaller things in life frustrate us the most. Despite this, the smaller details are normally the first to be neglected. The small

stuff is equally, if not more, important.

We have to accept that very occasionally, despite our best efforts, we still can't please some people. That's fine. Don't let it distract from your overall goal and don't get disheartened.

constantly improve. Knowing your capabilities will help you to





improve in the long run.

This is a challenge for every growing business. You live, sleep and breathe the business, what you do and the service you deliver. Do your staff? Instilling the same passion is hard, but leading by example is the first step. Set the expectations and ensure they are met.

BE PROUD OF YOUR SIRENGIFS, ACKNOWLEDGE YOUR WEAKNE Utilise your best qualities but remember to seek help to



#SERVICEFIRST

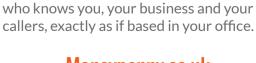
Make each customer feel valued by always giving more. Roll out

the red carpet and make them feel like VIPs.

Keep moving the goal posts to ensure you always reach your potential - who knows what you'll learn next? Constant learning and improving will keep you and your clients happy.

#SFRVICEFIRST

We look after telephone calls. That's all we do. We do it better than anyone else.



moneypenny

One person you know and trust, someone

Moneypenny.co.uk

In excess of



The virtual phone system

for small businesses.

Looking after

telephone calls

Founded in

businesses from

Companies To Work For

Sunday Times 100 Best

sole traders to multi-

national corporations