

#SERVICEFIRST

10 COMMANDMENTS

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

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.

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Nº 1

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PUT YOURSELF IN YOUR CUSTOMER'S SHOES.

This is the basis of every good customer service strategy. It enables you not only to match a customer's expectations, but exceed them.

LISTEN, LISTEN, LISTEN. NEVER GUESS, NEVER ASSUME.

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.

Nº 2

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KEEP THE JARGON IN THE OFFICE, COMMUNICATE IN YOUR CUSTOMER'S LANGUAGE.

Every business has its own internal jargon. Don't let this slip into your general communication; speak your customer's language.

A HAPPY WORKPLACE = HAPPY WORKERS = HAPPY CUSTOMERS.

From the developer to the receptionist, your people are everything. Keeping them happy and motivated will mean you deliver great service. Simple as that.

Nº 4

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Nº 5

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LOOK AFTER THE LITTLE THINGS - THEY MAKE THE BIGGEST DIFFERENCE.

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.

DON'T GET DISHEARTENED - ACCEPT THAT YOU WON'T PLEASE EVERYONE.

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.

Nº 6

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AS YOUR BUSINESS GROWS, KEEP SERVICE AT ITS HEART.

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 STRENGTHS, ACKNOWLEDGE YOUR WEAKNESSES.

Utilise your best qualities but remember to seek help to constantly improve. Knowing your capabilities will help you to improve in the long run.

Nº 8

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Nº 9

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PUT A HOP, SKIP AND A JUMP INTO YOUR SERVICE AND GO THE EXTRA MILE.

Make each customer feel valued by always giving more. Roll out the red carpet and make them feel like VIPs.

EVOLVE AND ADAPT. WHAT WORKED A YEAR AGO MIGHT NOT NOW. COMPLACENCY WON'T DO!

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.

Nº 10

#SERVICEFIRST

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

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One person you know and trust, someone who knows you, your business and your callers, exactly as if based in your office.

Moneypenny.co.uk

Penelope

The virtual phone system for small businesses.

Penelope.co.uk

Founded in **2000**

In excess of **8.2 million** calls a year (around 30,000 a day)

Sunday Times 100 Best Companies To Work For

2009, 2011 & 2013

Looking after telephone calls for around **6,500** businesses from sole traders to multi-national corporations

TALK TO US **0333 202 1005**