

7 Myths of Customer Service

1. Customers are an interruption.

Truth: *Customers are never an interruption—they are the reason you remain in business.*

2. Customers *have to* do business with you.

Truth: *Customers make choices every day regarding whom they do business with.*

3. Your products/services alone create customer loyalty.

Truth: *Long-term loyalty is based on relationships.*

4. Customers will remain loyal over time.

Truth: *Customers remain loyal based on their last experience with your business.*

5. Your service is compared only to others in similar industries.

Truth: *Your service is compared to any recent experience your customer has had with any vendor.*

6. To your customers, you represent only a fraction of the company.

Truth: *Each employee represents the entire company to the customer.*

7. The customer is always right.

Truth: *Customers are wrong sometimes and tactful options are your job.*

