



How to communicate effectively with your customers?

Effective communication is a key element to create positive experiences for our guests. We've put together some tips.

Create positive first impressions

First impressions are essential when it comes to providing good customer service. A customer might define their entire experience with an organization based on their first interaction with the worker. A good first impression will help to develop a strong sense of loyalty. The best way to create an excellent first impression is by handling customers' questions and concerns effectively and promptly; demonstrating patience and empathy

Body Language

We can communicate a lot by making very small adjustments in our body language. Here are a few tips:

- Use hand gestures, posture, and eye contact to look welcoming and positive
- Be attentive by turning your body towards the individual, either leaning in at a safe distance, or by nodding and acknowledging their presence
- Straighten your shoulders and try not to cross your arms
- Nod when appropriate to acknowledge you are listening and understanding
- Make connections through eye contact. (Happiness can be seen by raised eyebrows, raised cheeks and crow's feet)
- Use hand gestures (a friendly wave or hand to chest) to show appreciation or thanks

Conversation

Engaging your customers in a conversation helps to build rapport. Don't be afraid to strike up a brief conversation, or to ask questions! Don't know where to start? Here are a few tips:

- Ask questions! Ensure customers understood the information you shared with them. Take the lead and ask if you've addressed their needs, or if there's anything else you could help them with
- Provide information proactively
- Speak slowly and clearly to keep people engaged. Allow your listener to hear every word you say. This will show that you want to be there talking to them
- Be attentive and focus on what customers share with you, make notes if needed

Tone of Voice

It's not just what you say but how you say it. Your tone of voice, including speed, tempo and pitch are all equally important and impactful as the words you're saying.

- Use your tone of voice to express enthusiasm
- Use a higher pitch and softer voice for a friendly tone
- Articulate every syllable of each word so your listener can understand you
- Be mindful on how loud you speak! You don't want to come across as being rude or aggressive

Relate to customers

Empathy is important for good communication with customers. They want you to recognize their perspective. For example, a customer who is unhappy with a product wants you to express an understanding of their level of frustration and offer solutions to remedy their concerns.

Always be empathetic to a situation or problem a customer may have and use positive language to uplift your customer and leave them with a lasting positive impression of your business.