



99 Things That Peeve Customers: Bad customer service practices that every brick-and-mortar and on-line business should never ignore.

Shereen Lyle

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It is people, hardly ever machines that make our shopping experience pleasant or nightmarish. Businesses should aim to make the customer's entire experience a pleasant and satisfactory one, from point of entry to time of exit. Too many businesses claim to offer "excellent customer service" but they often miss the mark by a long shot-miles even. Here's why;

1. They hire the wrong people. The hiring process is where it all begins. If you hire the wrong people for the job, you have already created a dilemma that could prove difficult to correct. Hiring misfits usually cost the business undue time and money that could have been put to better use. It is critical for hiring managers to focus on essentials like personality type and skills sets relevant to the job when short listing potential candidates.
2. Little, inadequate or no training. Too many businesses bypass this important component in order to save a few bucks. Unfortunately, it could end up costing the business in the long term due to a number of indiscretions to include but not limited to ignorance, accidents, misinformation and nonchalance of untrained staff. Businesses should see training as a standard mandatory part of the hiring process-without exception. Ongoing training keeps staff informed and aware of what is expected of them at all times. This makes good business sense.

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