

- 1) **Attitude** – Is attitude a skill? Not necessarily. But behavior can be learned and changed in a positive manner over time. The best CSRs have a positive attitude and do their best to maintain a “can-do” attitude and use the art of affirmative language.  
*Tip: Smile before you speak.*
- 2) **Attentiveness** – Meet the customer's agenda first, then take care of anything else you may have to do, such as gathering information or researching data, before closing the call or completing the interaction.  
*Tip: Repeating the customer's concern or request as clarification helps the customer know you are listening and confirms you are on the right track.*
- 3) **Affirmative Listening** – Also known as Active Listening, customers need to know they have been heard and understood.  
*Tip: Focus, listen for key facts and key feelings from the customer, and take notes.*
- 4) **Awareness** – CSRs need a thorough understanding of the customer's request before beginning to make decisions or take action.  
*Tip: Use open questions to get general information, and closed questions to get specific information from the customer.*
- 5) **Empathy** – Empathizing with your customers shows them your concern for their situation and that you can relate with what they are going through.  
*Tip: Listen and show concern and awareness of customers' needs by acknowledging their feelings with phrases like 'I understand' or 'I can appreciate.'*
- 6) **Integrity** – In your job you have three responsibilities: to your customer, to your organization, and to yourself. Ethical dilemmas surface constantly—the challenge is to handle such situations with courage and self-discipline.  
*Tip: Keep a record of your actions and decisions over the course of a few days and ask yourself: did I act with integrity?*
- 7) **Patience** – Let the customer vent until he has completely expressed his frustration. Then count to five before responding. This reflective moment may even open up the door to more information from the customer for you to be able to go beyond the ordinary and deliver stellar service.  
*Tip: One of the best gifts you can give someone is not a dozen roses or an iPad, but ten minutes of your undivided attention, and the patience it takes to see her through her predicament.*
- 8) **Resourcefulness** – The more knowledge you have about your job, organization, and industry, the more competent and confident your customer service will be.  
*Tip: The most resourceful people ask questions, whether it be back to the customer or up to a supervisor, to make sure they are on the right track.*
- 9) **Responsibility** – Confirm with the customer that they are satisfied with their interaction with you. Let them know you care about getting it right.  
*Tip: Before concluding a customer call or interaction, ask yourself, “Is there anything else I can tell or give the customer that might be of benefit?”*
- 10) **Promptness** – Pay attention to the clock and keep the conversation on point. While you want to be friendly and patient, it's good to remind that customer who may get off track you're there to help them solve a problem or complete a task.  
*Tip: It's OK to chit chat, but remaining professional and careful of time respects not only your job at hand and the other customers waiting, but also the immediate customer's time.*