

# Principles of Good Customer Service

The Nine Management Principles of America's #1 Customer Service Company  
By Robert Spector, author of *The Nordstrom Way*

1. Provide your users with service choices.
  2. Create an inviting place for your users – in person and virtually
  3. Focus on/sell the relationship through your “products” and services
  4. Hire nice, motivated people
  5. Empower employees to take ownership by minimizing the rules
  6. Sustain people on the frontlines through a culture of support & mentorship
  7. Nurture a service culture through recognition and praise
  8. Advocate teamwork through internal customer service
  9. Commit 100% to customer service
- 

## 20 Points on Supreme Customer Service

1. Get the patrons what they want, how they want it, on time and with a smile.
2. Having a good attitude is not optional: you can't turn it on for patrons and off for staff.
3. Treat each other well and you will find that treating patrons nicely becomes easier.
4. Follow the Golden Rule, always.
5. Everything you do in front of patrons means something (whether you mean it or not).
6. No department or person has a monopoly on the definition of customer service.
7. Poor customer service drives people away. No patrons, no library. No library, no job. No job, no food.
8. If you don't want to be there, it will show.
9. Be professional: take customer service seriously.
10. If you don't like helping people - all kinds of people - then don't enter a service profession.
11. Customer service is a process, not a goal.
12. Every interaction with a patron is an opportunity to convince someone that the library is indispensable.
13. Listen to your patrons, listen to each other.
14. Don't expect great customer service if you don't encourage it, promote it, reward it and thank staff for it.
15. Welcome patron suggestions sincerely.
16. Treat patron complaints as opportunities to get better. Don't take it personally, either.
17. Don't hide behind policies and procedures. Empower staff to make exceptions.
18. Ruthlessly seek out unintended, negative consequences and barriers to customer service.
19. Be active, get out of your seat, approach patrons.
20. Say "thank you" and "please"

\*The customer should always hear yes -- even if you have to say no!

(Taken from "20 Points on Excellent Library Customer Service" by Steve Backs, Monroe County Public Library)