

# Quality Customer Responses

## What is it?



It is important to deliver thoughtful, thorough, professional responses to ensure satisfaction. This may entail reviewing the customer's account and any prior communication history before responding. Too much back and forth may frustrate the customer.

- Understand who you are communicating with
- Put yourself in their shoes
- Provide the best information based on their situation

## Key Tips



Ask yourself the following questions before you hit send:

### 1. What is their My Gym experience? Are they new/existing/returning?

*New customers may need additional information on how our programs work or how to get here. Prior customers may not be aware of class cards, etc?*

### 2. Did you answer all of their questions?

*We often just look to the last question asked, but sometimes there are multiple questions mixed in.*

### 3. Is there anything you can provide to make their experience easier?

*Send the direct link to the birthday party policies on the website? Attach a copy of the schedule for easy access?*

### 4. Is your response written professionally?

*No My Gym jargon (would you understand if you weren't a teacher?), proper spelling/punctuation (especially parent child/names!), signed with your name...*

### 5. Did you check the email response doc for existing templates?

*Templates have been created with well thought-out responses and to ensure responses are consistent amongst the staff.*

The best responses answer their next question before they ask it!!