



CUSTOMER SATISFACTION POLICY

Member/Customer satisfaction is the most pivotal component of member/staff relations. While it is understood that at times the customer may not readily agree with a particular message, the method of delivery always takes precedence. The following outlines our Association's service standards for customer communication and/or interaction.

1. BE PROFESSIONAL

- Treat all customers with respect, either over the phone or in person.
- Use the customer's name whenever possible.
- Be personable, warm and friendly without being inappropriately familiar.
- Callers and/or visitors should never feel as if they are interruptions.

2. DISPLAY A POSITIVE ATTITUDE

- Your attitude not only affects how you approach your job, your members and your coworkers, but also determines how they respond to you.

3. ANSWER THE PHONE

- It is the primary responsibility of the Executive Assistant to answer the phone, whenever possible. If the EA is not available, it becomes the responsibility of the full staff to retrieve the call.
- The phone should never ring more than three times.
- The person should answer the phone by saying "Thank you for calling the Montgomery County Association of REALTORS®, my name is _____. How can I help you today?"
- The individual answering the phone should identify the caller's situation, and advise the caller of the staff representative's name to whom they will be transferred, if applicable.
- The individual who initially answered the call should then advise the staff representative of the caller's name, and brief description of the situation.
- The staff member accepting the call should immediately identify herself, use the caller's name, and acknowledge the situation in question.

4. LISTEN TO YOUR CUSTOMERS

- Let our customers talk and show that you're listening by making the appropriate responses, such as suggesting how to solve the problem.
- Customers don't really care about internal policies, so if you need to follow a particular policy in order to resolve the problem, don't refer to it as such. Each caller should feel that he/she is being treated as an individual.

5. DEAL WITH COMPLAINTS PROFESSIONALLY AND COURTEOUSLY

- A complaint is an opportunity to put your best foot forward.
- Each complaint should be given your complete and full attention. The caller should always be made to feel as though he/she has an isolated issue, and be assured that you will be devoting your full attention to it.
- Follow these tips to diffuse negative attitudes:
 - **Don't get defensive**, as this posture will stop you from listening closely and identifying the appropriate resolution.
 - **Don't talk over the customer**, let the customer fully express himself/herself without interruption and convey empathy for the situation.
 - **Don't take the customer's emotions personally**, keep your emotions at bay in order to effectively resolve the problem.

6. APOLOGIZE

- Even if you aren't directly responsible for a member's problem, as a member of the MCAR staff team, you should accept responsibility for it on behalf of the association and do whatever is necessary to resolve it. Never point blame in another direction.

7. FOLLOW UP

- Within ten days of the initial contact, call or write a member who had a complaint or problem to make sure the issue was resolved to their satisfaction.

8. TAKE IT TO THE NEXT LEVEL

- Whether it's a discount coupon for a car wash, gas card or other service, additional information on how to use a product, or a genuine smile, people love to get more than they expected. Keep this in mind and try to apply whenever possible.

9. BE HOSPITABLE TO VISITORS

- When someone enters the Association office, they should be greeted with a warm friendly smile and personal greeting by name (if possible).
- Engage in friendly conversation.
- Acknowledge a customer's presence and provide them with your undivided attention, ceasing any previous conversations prior to the customer's arrival.
- Members/Customers should feel welcome and invited with a sense of a sincere desire by staff to accommodate them.
- If members/customers need to wait to be serviced, apologize for the wait, seat them, advise them of the projected wait time, ask if there is anything you can do for them in the meantime, and check back with them from time to time during the wait.
- Work areas should be free from clutter and obstructive barriers.

10. FOLLOW THE GOLDEN RULE

- Treat customer/members with the same degree of respect, courtesy and warmth as you would want for yourself.