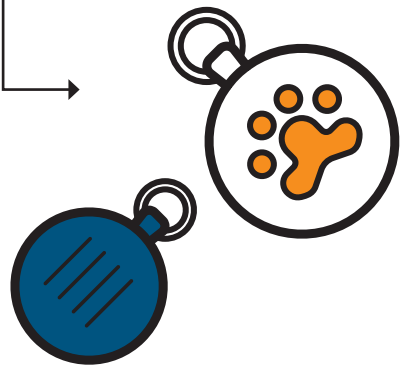


10 Lessons From Dogs About Customer Service

Want to kick your customer service up a notch? Gather some inspiration from your canine companion. ➔

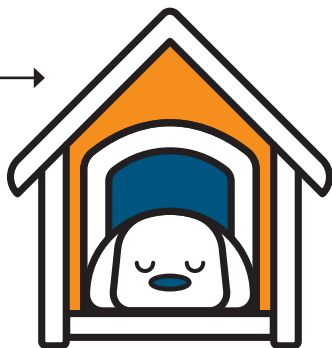
Gain their loyalty.

Dogs are the gold standard of loyalty. Build some of that same character in your customers through loyalty programs that offer discounts and gifts. A bonus: loyalty programs give you a list of names and addresses to use in your marketing program.



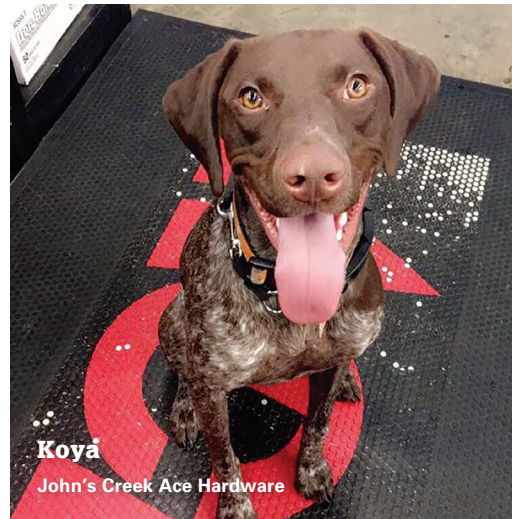
Give them a special space.

Dogs like having a bed to call their own. A customer's special space could be a customer service desk where they can go to ask questions. It's any place that makes it easier for them to get help.



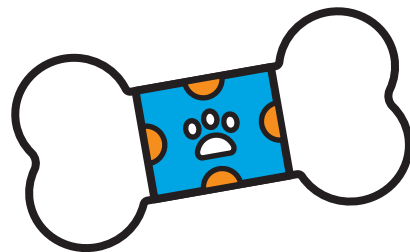
Offer attention.

Dogs crave attention. Customers also appreciate you checking in on them as they shop. Don't hover, but make sure they find everything they need when shopping.



Don't forget the treats.

Having snacks available, such as free bags of popcorn, is a great way to make customers happy. If you sell consumables, hand out samples, especially during busier times of the week. Just don't ask them to sit and stay.



Be happy to see them.

Your dog is always happy to see you come home. Could your employees use a dose of that same enthusiasm? A smile and a friendly greeting are great ways to make your customers feel welcome.



Be consistent.

Dogs like routine and so do customers. Aim to provide consistency in the levels of service customers receive when they shop your store. Focus on giving your customers a great shopping experience every time they visit to ensure they return again and again.



Create expectations.

Dogs quickly learn the behaviors they should and shouldn't repeat based on their owners' reactions. Similarly, customers learn after just a few interactions if they can expect to receive good or bad customer service from you and your staff. If they have good experiences at your store, they'll keep coming back to shop. If they have too many bad experiences, they'll find a different store instead.



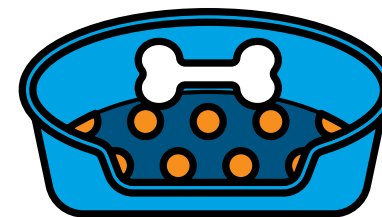
Get some feedback.

By watching your dog's behavior, you can see if she's happy, sleepy, hungry or sick. Be more straightforward with customers. Ask them for feedback through customer service surveys. Find out what they like and don't like about your store.



Play a game.

What dog doesn't love a game of fetch? Use games or events to interact with customers in store or through social media to make your store a fun place to be.



Make them comfortable.

Dogs are most at home in a familiar environment. Customers value familiarity, too. Design your layout so customers can easily shop it, with nothing to trip them up as they walk from one aisle to the next. The store should be bright, clean and inviting.

