



customer service week 2011™  
REFRESH • RECHARGE • RECONNECT

# Customer Service Week Relationship Building Solution

You've discovered the **W E A V E** technique.

**W** E L C O M E

each customer on a personal level to begin developing a rapport.

**E** X P L A I N

your intentions. If the customer has a problem or a concern, let him know early in the conversation that it is your intention to help.

**A** C K N O W L E D G E

both personal and business needs. For instance, "I'm so sorry to hear about those (personal) issues. But let's take a look at your account to see if we can take care of your (business) issues right now."

**V** E R I F Y

that all needs have been met. Make sure the customer is satisfied by asking, "Is there anything else I can do for you?"

**E** X I T

on a personal note. "We enter on a personal note and we exit on a personal note," say Furniss and Thomas. "This is how relationships are built, and it's what creates customer loyalty."

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