



Customer  
Service

## Winning the Game

### What's New at BalanceLogic

#### The ABC's of SEO

On March 7th, our CEO, [Bill Campbell](#) gave a presentation on the ABC's of SEO at the Public Relations Individuals of Southern Maryland's (PRISM) lunch. Bill discussed search engine optimization as a tool for improving a website's visibility. This topic can be complicated and confusing, but it is important to understand if you want to improve the effectiveness of your website.

Check out our [Facebook](#) page for pictures from the presentation.

For more information about PRISM, visit [www.prismonline.info](http://www.prismonline.info)

#### Thomas Stone High School's Annual Mulch Sale

Once again, BalanceLogic is helping the Thomas Stone Athletic Boosters with their annual mulch sale. All mulch sale proceeds will benefit the Thomas Stone Athletic Programs.

#### Amanda Tondevold Joins BalanceLogic

We would like to welcome Amanda Tondevold to the BalanceLogic team as our new Marketing Assistant! Amanda's background includes social media, print marketing, digital marketing, as well as an in depth knowledge of marketing principals. She received her Bachelors of Science degree in Marketing from the Art Institute of Philadelphia this past December. Please join us in welcoming her aboard!

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### Interesting Info

#### The Key to Customer Service

When performing customer service, you always want to keep in mind what your customer's needs are, how to effectively communicate with your customers and what the benefits of performing the **BEST** customer service are to your business.

#### Do You Know What Your Customer Needs?

Customers want someone who is friendly, emphatic, and fair, someone who takes control and provides them with the information they need. When was the last time you asked your customers what they wanted?



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### Fun Facts

47% of websites have a clear call-to-action button that takes users 3 seconds or less to see.



## Digital Marketing... Let's Get Started!

#### DATE

Wednesday, March 27  
9:00 am – 10:30 am  
Breakfast Provided

#### LOCATION

RE/MAX Building  
Southern Maryland Business Center  
10665 Stanhaven Place, Ste. 300A  
White Plains, MD 20695

#### COST

FREE

[REGISTER](#)

### Suggestion Box

We are very interested in hearing feedback on how we can make *The BalanceLogic Insider* more valuable.

Please let us know what you expect from this newsletter each month by sending an email to:

[info@balancelogic.com](mailto:info@balancelogic.com)

## How Do You Deliver Effective Customer Service?

There are many different ways in which to perform customer service, whether it is over the phone, through an email, fax or in person; remembering how to effectively communicate with your customers will help you in provide the best customer service your business can offer.

## Do You Know What to Consider When Performing Customer Service?

- Keeping a positive mental attitude with any customer.
- Knowing the zones: the zone of the person who you are talking to, your zone, the space between and the space outside.
- Being attentive to the customer in actively listening to them.
- Knowing how to properly handle confrontation and criticism in a professional manner.
- Controlling your own emotions and attitudes when speaking to a customer.
- Being present and seeking to understand exactly what you're customer is trying to convey to you.

## What are the Benefits of Great Customer Service?

Providing your customers with the **BEST** customer service can lead to more opportunities with new customers, building your brand identity and long term relationships with customers, and an improved work flow with your employees.



## Monthly Tip

### 10 Major Dos and Don'ts of Customer Service

When performing customer service, there are always guidelines to follow so you don't say the wrong thing to a customer. Here are 10 things that should never be said to a customer:

1. No.
2. I don't know.
3. That's not my job or department.
4. You're right, that is bad.
5. Calm down.
6. I am busy right now.
7. Call me back.
8. That's not my fault.
9. You need to talk to my supervisor.
10. You want it by when?

Here is a good reference to use:

**Phrases to Lose**

**Better to Use**

"I don't know."	"I'll find out."
"No."	"What I can do is..."
"That's not my job."	"Let me find the right person who can help you with ..."
"You're right - this is bad."	"I understand your frustrations."
"That's not my fault."	"Let's see what we can do about this."
"You want it by when?"	"I'll try my best."
"Calm down."	"I'm sorry."
"I'm busy right now."	"I'll be with you in just a moment."
"Call me back."	"I will call you back, what is your telephone number."



## Featured Service

### Web Design

We offer custom websites built to suit your needs. From start to finish, we work closely with our clients to make sure we provide the right solution. Your website should be more than just about your company and services; it should be a resource to useful information, a tool to help you operate more efficiently, and a lead generator to gain more potential customers.

Our Web Design Services include:

- Content Management System (CMS) Do-It-Yourself Editing
- Custom Applications Including Contractor & Staffing Portals
- Search Engine Optimization (SEO)
- Membership Databases
- News & Article Generators
- Social Media Integration



## About Us

BalanceLogic® is a leading back-office support and services company providing IT Support & Management Services, Web Design Services, Graphic Design Services, Marketing Services, and Bookkeeping Services to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

BalanceLogic is your one stop small business partner!

## **The BalanceLogic Team**

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