

## 8 tips for avoiding customer service disasters

To stay ahead of the game in customer service today, your employees have to be consistent in how they communicate with your clients.

The tone, approach and messages have to be the same whether it's face-to-face, over the telephone, via email or other online channels such as social media posts or instant messaging.

In the bestselling book *The Power of Habit*, author Charles Duhigg describes Starbucks's elaborate training to help employees "deliver a bit of joy alongside lattes and scones."

One of the systems the company teaches to employees is the LATTE method. They **Listen** to the customer, **Acknowledge** their complaint, **Take** action by solving the problem, **Thank** them and **Explain** why the problem occurred.

Here are some tips to ensure your employees are on the same page when dealing with customers or prospective customers.

1. Make customer service communication a mandatory part of your orientation training. Your employees need to understand your corporate mission and your approach to dealing with customers.
2. Be sure your employees are well-versed in the basics including how to speak politely to customers and maintain their composure when dealing with complaints. Don't assume good manners are common sense. Take the time to review etiquette with your team, starting with the need to say please and thank you during

customer interactions.

3. Create a list of offending phrases that employees should avoid at all costs. For example, "There's nothing I can do," and "It's not my fault." Give them more positive alternatives such as "I will do my best to get to the bottom of this," or "I understand your frustration. I'm not able to help you, but I will speak to somebody who can."
4. Keep your employees well-informed about your products and services, so they can answer customer questions intelligently.

## Chamber Events

### Business Seminar

**Stand out in business through exceptional service**

**June 26, 2013**

6:30 pm to 8:30 pm

131A Victoria Street, Shawville

Presenter: Brittany Morin, SADC

Light meal will be served; included in the price.

Cost: \$15 for Chamber members and \$18 for non-members

RSVP by June 21: 819-647-2312 or bizdev@pontiacchamberofcommerce.ca



### Business Language Training

**Fall 2013**

The Chamber is organizing business language training for both English and French. Contact the Chamber for further details if you are interested.

819-647-2312 or bizdev@pontiacchamberofcommerce.ca

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If you have a business or Pontiac event you would like advertised, please contact the Chamber.

## 8 tips for avoiding customer service disasters (continued from page 1)

5. In communications such as email, ask your employees to be concise with meaningful subject lines. They should pay particular attention to spelling and grammar; this reflects a professional image for your company.
6. Help your employees be consistent in communications by using scripts for frequently asked questions.
7. Set a specific time limit for employees to respond to clients' questions or service calls and make sure that they respect it. An optimal response time for an email, for example, is generally 24 hours.

8. Monitor how employees talk to your clients by recording their conversations. Give them helpful feedback, so that they know where they can improve.

By applying some of these guidelines, you can help ensure your employees present a professional and polished image to customers. In the end, your company will benefit by improving customer loyalty and sharpening your competitive edge in the market.

Source: [http://www.bdc.ca/EN/advice\\_centre/articles/Pages/tips\\_customer\\_service.aspx](http://www.bdc.ca/EN/advice_centre/articles/Pages/tips_customer_service.aspx)

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## Stand out in business through exceptional service

Wednesday, June 26 – 6:30-8:30 pm

131A Victoria Street, Shawville

(Offices' of Gagné, Isabelle, Patry, Laflamme & Associés, Notaires Inc.)

Presenter: Brittany Morin, SADC

Learn the benefits and opportunities quality customer service can bring to your business. This session will include:

- Developing and implementing quality standards
- Representing your brand
- Conflict resolution – Opportunity or threat?
- The new world of customer expectations: Does your business have what it takes to survive?

Networking opportunity after the presentation.

Light meal will be served and is included in the price.

Cost: \$15 for Chamber members and \$18 for non-members.

RSVP by June 21, 2013

[bizdev@pontiacchamberofcommerce.ca](mailto:bizdev@pontiacchamberofcommerce.ca) • 819-647-2312

## Business Seminars

The Chamber is planning many business workshops, seminars and breakfasts in the coming year. If you would like to be a presenter or host – to share your expertise and business knowledge to other business people, assisting other local businesses to be more successful in their own business – please contact Ginger at 819-6472312 or [bizdev@pontiacchamberofcommerce.ca](mailto:bizdev@pontiacchamberofcommerce.ca)

It could be a business breakfast, luncheon, 5-7 event, an open house or evening event. It can also be held anywhere throughout the Pontiac – you could host an event at your own business! There are many local restaurants who can cater these events.

**This is the perfect opportunity for you to introduce yourself and your business to other local business entrepreneurs.**

*News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community.*

### Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) — [www.chamber.ca](http://www.chamber.ca) and the Quebec Chamber of Commerce (FCCQ) — [www.fccq.ca](http://www.fccq.ca)

You and your business can take advantage of benefits listed on their web sites.



### Group Insurance Benefits

Visit the new web site / view the video!

<http://www.chambers.ca>

## Message from the President

As my first order of business I thoughtfully thank every member of the Pontiac Chamber of Commerce for choosing once again to move forward this year as a united force in this vast territory.

This coming year will show forth some new areas of focus. The Chamber will be looking closely at, and listening attentively to the challenges faced by our small and medium size business members so that we may carefully identify the areas of need amidst our membership base. There will be a greater effort to bring clarity in regards to the function and roll of local government agencies that carry a mandate to assist Pontiac based businesses as well as what they are offering and even more importantly, how to make full use of them. Your Chamber will continue to expand and make available valuable training to all members to help create an environment of opportunity for all who choose to seize it.

In this coming year I encourage you to be more than just a

member, but rather allow yourself to be an active participator by sharing your expertise with us, in whatever capacity of time you have. It is my strong belief that this Chamber has never been better positioned to write destiny and change what would be perceived as fate. I believe it was Bertha Calloway that said, "We cannot direct the wind, but we can adjust the sails."

To bring this letter to a close I will conclude by saying that I believe in the value and resilience of small business and it is my great honor to represent you and your interests in this coming year as President of the Pontiac Chamber of Commerce.

There are more great things to come which will be communicated in the near future through electronic method such as email and website postings so watch your inbox carefully and visit our website.

PRESIDENT OF THE  
PONTIAC CHAMBER OF COMMERCE,  
JEAN-CLAUDE RIVEST

## 2013-2014 Chamber Board of Directors

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## Business to Business Discounts

The purpose of this program is to encourage businesses to shop locally. Shopping locally promotes employment in the Pontiac region and helps with the advancement of our local business community. It is an excellent opportunity for you to grow your business as others learn more about your business by taking advantage of the discounts offered.

Discounts can be introductory offers, percentage discounts or upgrades on services and/or products. The more Chamber businesses who sign up to the program, the more benefits all Chamber member businesses will receive by shopping locally. Think about how your business could offer a discount to other Pontiac businesses.

**The 2012-2013  
Annual Report  
is now available  
on the Chamber  
web site.**

**Think Global ... Buy Local  
Support Those Who Support You  
Small Businesses Make Small Towns Work!  
Consider this when you're buying ...  
As business operators, our actions shape our communities.**

## Chamber Business Sponsors

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### Welcome to the Chamber!

Businesses who have joined the chamber since the last newsletter.  
R. Peck Construction, Inc.

Check the chamber web site for links to all Chamber businesses.

**Support your local businesses!**

*If you received this newsletter via regular mail and would like to receive it via email, please let us know a valid email address. We do not share our lists.*

*Avant que ça ne devienne trop gros,*  
*consultez votre avocate.*

**Kim Beaudoin, avocate**

289, route 148  
Fort-Coulonge  
T. 819 778.6522  
F. 819 778.6525  
C. 819 318.0228

Kimbeaudoinavocate@videotron.ca

**Campbell's Bay Cement**  
819-648-2144

[www.campbellsbaycement.ca](http://www.campbellsbaycement.ca)  
[info@campbellsbaycement.ca](mailto:info@campbellsbaycement.ca)

1210 Route 148 East, Campbell's Bay, QC

**Pontiac Chiropractic Clinic**  
Dr. Isabelle Gagnon,  
Chiropractor  
[www.chiropontiac.ca](http://www.chiropontiac.ca)  
[chiropontiac@gmail.com](mailto:chiropontiac@gmail.com)



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819-683-3690

379 Route 148  
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819-647-5155

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Via Capitale Outaouais  
Mark James Ryan  
613-614-7150

1552 Hammond Rd    819-458-2682  
Quyon, QC    Fax: 819-458-3313

**Pontiac Recycling Inc.**

[www.ljtowing.ca](http://www.ljtowing.ca)

**Pontiac Respite Services**  
819-648-5905

**Senior's  
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24 Reid Street, Campbell's Bay, QC J0X1K0

**Auberge du Village  
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(819) 647-6464

SHAWVILLE Village Inn

Your hosts: Ross & Linda Vowles  
924 Route 148, Shawville, QC J0X 2Y0  
[www.shawvillevillageinn.ca](http://www.shawvillevillageinn.ca)

**Would Like to Join the Chamber?**

Membership fee of \$100 entitles you to all chamber benefits. Membership valid from April 1st to March 31st.

Contact info:  
Pontiac Chamber of Commerce  
PO Box 119  
Campbell's Bay, Quebec, J0X 1K0  
1-866-861-0509 or 819-647-2312  
[www.pontiacchamberofcommerce.ca](http://www.pontiacchamberofcommerce.ca)  
[info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)

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**Exposure for your Business**

Support the Chamber through an enhanced membership and receive benefits for your business.

If you are interested in taking advantage of these enhanced memberships, contact the Chamber for more information.

**Think Global ...  
Buy Local**