

## 25 Customer Service Mistakes

1. Being unappreciative.
2. Not being interested.
3. Not listening.
4. Unfriendliness.
5. Lack of empathy.
6. Ignoring customer input.
7. Not asking questions.
8. Forgetting customer benefits.
9. Jumping the gun.
10. Lack of sympathy.
11. Keeping customers waiting.
12. Being pushy.
13. Being discourteous.
14. Arguing with customers.
15. Not admitting you are wrong.
16. Allowing distractions.
17. Rushing the customer.
18. Being insensitive to behavioral styles.
19. Being undependable.
20. Being inconsistent.
21. Allowing them be embarrassed.
22. Criticizing customers.

23. Becoming angry.

24. Expecting customers to be fair.

25. Wasting customer's time.

**From: Michael Baber, Integrated Business Leadership through Cross Marketing.  
St. Louis: Warren Green, Inc., 1986.**