

## Anticipatory Customer Service



In a recent [Forbes article](#), author Micah Solomon referred to his 3 principles of customer service. It was the third level, “*anticipatory customer service*” that I found to be so inherently connected to today’s fast-moving culture. Mr. Solomon defines this level of service as “fulfilling customer needs and wishes without them needing to ask, perhaps without them even knowing enough to ask.”

It is crucial that businesses ask themselves the level upon which they maintain customer relations. Are we dealing with unforeseen problems as they arise, leading to inefficient use of workforce time, as well as a negative customer experience? We can't predict the future, but we can certainly heed the suggestions in [this article](#) and be proactive to anticipate customer needs, and potential service pitfalls to best address them as they arise.

**For further articles, research, and books on any topic, don't hesitate to contact the Half Hollow Hills Library reference department for assistance!!**

