

Suddenly Seventy

ARE YOU AGE-READY?

VOLUME 2: WHAT RESPECT REALLY LOOKS LIKE

Great customer service doesn't start with a script—it starts with respect.

This checklist is designed to help your team serve older adults with empathy, clarity, and confidence. From language to listening skills, these simple shifts can turn a one-time customer into a loyal advocate. Use this guide to fine-tune your front line and build trust with the fastest-growing consumer segment in America.

In-Person and Phone-Based Service Standards

- Does your staff speak clearly, slowly, and at a moderate volume, without shouting?
- Do team members offer to repeat or rephrase when needed, without irritation?
- Are your phone menus short, simple, and always lead to a live person?
- Are your hold times minimized and updates offered while waiting?
- Do In-person staff greet customers promptly with eye contact and a smile?
- Is seating offered if there is a wait, even for short periods?

Handling Complaints with Dignity

- Are complaints met with calm, not defensiveness?
- Does staff listen fully before responding or offering a fix?
- Are apologies sincere and solution-focused?
- Is follow-up part of the process, not an afterthought?
- Are notes about the issue shared internally to prevent recurrence?
- Are customers thanked for their feedback, even when it's tough to hear?

Avoiding Ageist Assumptions

- Are staff trained to avoid stereotyping older customers?
- Are staff trained not to make assumptions about a customer's tech skills, budget, or comprehension?
- Is your team trained to explain things plainly and kindly?
- Are products and services explained based on need, not age?
- Are team members encouraged to treat every customer as an individual?

Language That Reassures - Not Patronizes

- Are terms like "dear", "honey", or "sweetie" avoided unless invited by the customer?
- Do you encourage professional, yet warm language (e.g., "How can I help you today?")
- Do team members ask for permission before physically assisting?
- Does your team use empathetic phrases like "Take your time" or "Would you prefer..."
- Are customers thanked with sincerity, not condescension?

Engagement That Feels Real

Because no one wants to feel like just another transaction

- Does your staff make genuine conversation, not just "Did you find everything?"
- Do team members show curiosity, not just courtesy?
- Do your staff make eye contact, smile, and use warm tones as the default, not the exception?
- Do staff remember repeat customers and refer to them by name when possible?
- Do your staff use personal touches (like complimenting a scarf or remembering a preference) ?
- Do your "Thank you" feel heartfelt, not rehearsed?

HOW DID YOU DO?

Nailed It – You're ahead of the curve and winning loyalty without even trying.

Getting There – You're on the right track, but a few small tweaks could make a big difference.

Missed the Mark – Time to rework this area before you lose customers who'd love to stay.

Next Step: Let us help you fine-tune your approach. Reach out to book a free consultation at

info@suddenlyseventy.com.

Come on over to our website www.suddenlyseventy.com and sign up for our monthly newsletter.

Because older customers aren't stuck in the past—they're just tired of being ignored.