

Blueprint of Customer Service

Customer service. It's a phrase freely tossed around by everyone from multi-million dollar corporations to mom-and-pop businesses in hopes of attracting customers with the promise of exceptional service. More often than not, it's an empty promise that results in customers who disappear, taking with them any hopes of increased sales and profits. A recent study found that 80% of companies feel they provided good service, but in the same study only 8% of customers felt they received good service!



There are six building blocks to the "Blueprint of Customer Service"

1. **Feel good about yourself.** We tend to live in a negative world and to think negatively. It's critical that you feel good about yourself, that you are confident, enthusiastic, and positive. Each of us is responsible for how we feel about ourselves. You must believe in yourself, concentrate on your strengths, and recognize the importance of your role. Use affirmations and visualization. Read books on self-improvement and strive to be the best you can be. See yourself as you can be, not as you are.
2. **Be courteous.** It takes no more time to be nice and polite than it does to be rude. Every customer wants to feel important to you and your organization. Treat them with courtesy and respect. When you do, they will return to you time and time again.
3. **Give positive communication.** Smile, call customers by name, and give specific, genuine, sincere, and timely service. When you communicate positively, you form a connection with the customer that says, 'I am pleased that you patronized my organization, I value you, and I am here to ensure your needs are met and ultimately exceeded.'"
4. **Perform for the customer.** Customers have the right to demand performance. They aren't interested in your problems and excuses; they want you to take care of them. You can be polite and courteous but, if you don't do what you say you will do, you will not meet the standards of good customer service. If you say you'll call a customer on Tuesday, do it. If you say you'll ship the product on Friday, do it. Do what you say you will do—and do it with speed and accuracy. If you ship a product when you say you will, but you ship the wrong product, you've taken a giant step backward.
5. **Listen carefully.** Few people do this. If you don't listen to what the customer is telling you, you cannot give that customer what they need. Listen to the customer, then clarify what they said by repeating it: 'Don, let me repeat what you said so I'm sure I'm on the right track.' Ask questions, get involved, and show that you care.
6. **Learn and grow in your job.** "If a customer asks you to explain the difference between product A and product B, they are asking you to provide more than the difference in price. Study your organization's products and services—as well as those of your competitors—so that you can provide your customers with the information they need to make a purchase decision."

These six principles might appear to be common sense, but common sense seems to be in short supply these days. If you focus on these principles, these building blocks of customer service, you will keep your current customers and attract new customers.

WOW Service Academy provides inspirational presentations, training, and strategic planning for companies with the desire to improve revenues by empowering their employees to fully engage in excellent customer service. Go to www.wowserviceacademy.com for more details and to sign up for the monthly newsletter.