

KILLER CUSTOMER SERVICE

DEFINE WHAT CUSTOMER SERVICE IS FOR YOUR BUSINESS

Customer service is not just words; it must be translated into actions that the customer and your employees can actually observe. If you can't observe it, you can't possibly measure it. Not being able to measure it, means you won't know how effective it actually is. You also won't know who the stars are.

Measure customer service with your employees. Every employee should be rated by the internal or the external customer. The internal customer is other employees who obtain services from still other employees. Providing feedback will help everyone to grow.

Give each customer a postage-paid leave behind card at the job that can be sent to a post office box or other blind location. What to ask? What did you think of the store, the employees, and our installation? Provide a point system for each of these categories.

What did we do that you liked, what can we do more of?

Add the customer points in each of the category and reward the employee with the most points each month. Tying customer service customer comments to your employee behavior is the way to improve your customer service. Remember when your child was in school and there were comments such as "plays well with others?"

Contact your customers often. Be sure and send a card after the sale thanking them for their trust. Thanking them for their business is expected; thanking them for their trust makes them think. Remember, without trust there is no business. How



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about sending a note or card every three months for the first year? Follow up with a phone call in six months. Ask about the flooring, see if they need any other products.

Have the installer deliver a gift to the customer. Present the gift before the job is complete. Call it a "gift with purchase."

Tell your employees to make decisions that help customers. Don't pass the buck!

Be connected to your customer's success. Encourage them to buy products that will make them successful in the future by improving their quality of life, or adding value to their home or business. Think of customers as stockholders in your company. Would the stock have any value to them? Develop a customer sounding board that you can meet with yearly and discuss your goals.



HOW YOUR SALESPEOPLE CAN PROVIDE KILLER CUSTOMER SERVICE AND WHY IT MATTERS

Customer service has always been something that was delivered after a sale or after a misfortune with a customer. These days, customer service has moved to the forefront and is vying for first place with sales. Most customers go shopping armed with information. These customers aren't looking to be sold anything; they are hoping someone can get them through the maze of information. To make this happen, you have to make sure your staff is up-to-date about technology. On a weekly basis you should review your web site, the links and have everyone registered on LinkedIn. This way, your customers can check everyone's credibility.

MEASURE AND TRACK YOUR EMPLOYEE'S CUSTOMER SERVICE

Customer service can be translated into an action or experience that must be tracked. If you can't track it, you won't know if it's effective.

Each business has two sets of customers. The first customer of any business is the employee. If employees aren't treated well, it's doubtful they will be nice to customers. The other set are the customers who buy from them. Why not have employees rated by both?

Have employees rate each other for courtesy, going out of their way and being proactive. (Use a point system and, of course, make the survey anonymous. Send out the same survey to the customers and have them use the same point system.

Keep everyone on their toes, send out survey's often. Keep track of the surveys from customers and have a monthly drawing for a gift as an incentive.

Add up the points each month and single out the employee who received the most combined internal/external customer points.

How about a gift with a purchase? Have your installer give the gift to the customer before the job is complete.

High quality customer service doesn't mean high tolerance. It means dealing with annoyances before they turn into big problems.