

How to Provide Great Customer Service



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Customers Delight

“Delighting customers, or exceeding customer expectations, means going beyond what would normally satisfy the customer.

This does not necessarily mean being world-class or best-in-class.

It does mean being aware of what it usually takes to satisfy the customer and what it might take to delight or pleasantly surprise the customer. “

Customer Retention Wheel

You must understand your customer before you can develop a Solution-Based strategy to help them win.

Learn and understand your customers needs. Surely, you may get lucky once and land the correct strategy. But, do not count on catching lightning in a bottle twice.



http://www.consensus-research.com/customer_whatToMeasure.html

The Formulaic Approach

Customer satisfaction occurs when the customer's experience with you exceeds their expectation.

❑ These are the keys to influence customer satisfaction:

1. Manage Expectations
2. Exceed Performance Expectations

❑ To guarantee customer satisfactions meet the desired expectations of the customer.

Exceeding Customer Expectations

To exceed expectations understand that the cost to be paid is high.
Payment begins here:

- Volunteer to collect and replace:** Do what the customer needs done before the schedule requires. Create a new cycle for success.
- Offer better, lower cost solutions:** Do you know the industry standard for your fees? Then determine the floor (lowest) and the ceiling (highest) price you can charge for your services. Know your numbers for profit or loss.
- Provide information about the customer's market:** Know your industry and the industry of your client. Be a solutions provider and not just a salesperson. Seek opportunities for your client not just for yourself.

Create Customer Reliability

- ❑ Remove the hindrance from doing business with you. Remove unnecessary regulations that slows the solution cycle.

- ❑ **Develop outside of Customer Reliability Programs**
 1. Shorten client response by 25%: to requests, calls, emails
 2. Create a business card with only your number and name. It is the red button to be pushed when your client has a problem only you can solve.
 3. Only offer excellent services and products.
 - 4. Follow-up and follow-through on everything.**
 5. Invoice Accurately and Timely.

- ❑ “While these **may seem like common sense**, consider how many vendors you no longer use because they were too difficult to do business with.”

Connect to the Customer

Value Strategies for Valuable Connections:

- Create a Client Reliability Card** and program that gives your client access to offers, discounts, or preferential treatment to a small group of members.
- Solidify Long-term Customer Relationships:** Provide reduce cost on shipping, personal shoppers and on some (some) service items..
- Sponsor a charity event or hold a i.e. back to school drive at your location.

Display Your Gratefulness

Learn to say **THANK YOU:**

Write a personal note and send it.

“People Buy From People They Like.”

Work on Your Likability Factor:

- Be friendly **smile first** and everything else falls into place.
- “People do business with people they like and people they trust.”
- “The twin of friendly is smiley. People who smile are 100 times more attractive than people who don’t. “
- Are you friendly and approachable?

5-People You Need To Know



Name your person: _____

Advocate: Someone who will support or recommend You, Inc. publicly.



Name your person: _____

Strategist: One who is skilled in strategy and willing to help develop You, Inc.



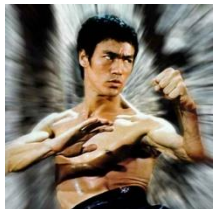
Name your person: _____

Mail Carrier: A person, especially a friend, who delivers for You Inc.



Name your person: _____

Mentor: A wise and trusted counselor or teacher whom You Inc. will listen.



Name your person: _____

Man of Action: A person who prefers to act rather than contemplate and gets things accomplished quickly and efficiently for You Inc.

Source

1. Customer Relationship Management, Second Edition Chapter 9, Managing the customer lifecycle: Customer retention and development; <http://searchcrm.techtarget.com/feature/Creating-positive-customer-retention-strategies>
2. Email Marketing Tips to Start Your Email Campaign Right; <http://www.startrankingnow.com/internet-marketing-strategy/email-marketing-tips-to-start-your-email-campaign-right.html>

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