

Rude, indifferent or exceptional?

What kind of service is YOUR company providing?

If I had to guess, I'd say it was indifferent. It's not "that" bad, but it's not "that" good either. If it is your business, I don't think you want your customers saying that about your company, do you??

If the answer is no, what are YOU doing about it?

Ignoring it? Then don't expect it to change. Demanding your employees be nicer to your customers? What exactly does "nicer" mean anyway? Educating them about how to do it, now that's an idea!

It probably isn't your employee's fault. After all, what training did you actually give them on how to service your customers? Oh, I'm sure you taught them how to use your computer system, and taught them everything about your products and services. But what did you really teach them about how to treat your customers??

My guess is "not much"!

Have no fear. It's not too late. Actually, it might be! Hurry up and implement these steps in your company, and you can go from providing indifferent service to providing exceptional service!

Connect with your customer.

This is critical. This is where you establish rapport and begin a relationship with your customer. You do this by engaging your customer. Start by giving them your name and asking for theirs. Be interested in them and what they want. Ask questions. Listen. Respond appropriately. Have a conversation with them. Be genuine.

Discover what they want.

If you have a genuine conversation with your customer, you will discover what they want. They don't always know what they want. Or they might have trouble expressing it. Sometimes people know what they want but they're unsure how to get it. That's where you come in. By asking the right questions and paying attention to the answers, you can discover a lot about your customer. You can help guide them to get what they want.

Give them what they want.

Give it to them when they want it, how they want it and because they want it! They chose to do business with your company because they believed you could fill their need or solve their problem. So do it. And do it with a smile on your face.

Follow-up.

For some customers, this is the icing on their cake. It's true for you too because it's easy to do, doesn't cost much and yet it pays huge dividends in customer loyalty. Follow-up with them and make sure they are happy. And if they're not,

do something about it! Fix it, fix it fast, and they'll respect you for it. And pay you back by telling others how you made it right.

Thank them.

This often gets forgotten. Or it gets treated lightly. Too often when I hear a "thanks for doing business with us" it sounds phony, forced or robotic. People often say it out of habit but they put no feeling or authenticity into it. Say it, and mean it. And don't just thank the new ones. Thank the ones that have been with you for a long time. Remind them how much you appreciate them.

Follow these steps with every customer and you'll provide them with an exceptional experience. Coach your employees to understand and work through these steps (every time) and you'll see your customer loyalty and customer retention go through the roof. Go ahead, I dare you!