

What customers want ...

- Customers want you to listen to them. They want you to show them respect and listen to their needs. Don't assume you know what they're going to say. Let them tell you. And don't interrupt them!
- Customers want you to take responsibility. They want you to own them and their problem. Don't pass the buck. Take care of them the way you would take care of your grandmother. See their issue through to completion. And then follow up with them and make sure they are happy with the outcome.
- Customers want you to pay attention to the details. They want you to use their name when speaking to them, and call them back when you say you are going to. They want to feel important, because they are!
- Customers want you to remember it is their time and money. They don't have to do business with you; there are other companies they can buy from. Remember, you are not doing them a favor. They are the reason you are in business. To serve them!
- Give customers what THEY want, and they'll be sure to come back! And they'll tell others to come as well. And isn't that what WE want?