

What makes a good recipe for Delightful Customer Service?

Introduction

Have you ever thought about what makes one business succeed and the next just be mediocre or fail altogether?

Perhaps the recipe for business success is an extension of the recipe of personal success.

This document should be considered as "food for the mind - food for thought"!

In reviewing this information even more important than just reading the words is to have a healthy discussion of the content with your friends, work colleagues, etc.

Responsibility for success or failure starts with **YOU !**

You have to make a conscious decision that you will no longer accept anything other than what is possible - and anything is possible.

Start small and take one small step at a time. Hold yourself accountable for achieving results. After you start achieving small successes then start holding another person accountable and so on

Eventually, many small successes will then result in other people trying harder and more small successes will occur

OK, enough so how do you get started ?

The recipe for good customer service is very similar to that for a good torte, cake or cookie. It is one that results in something that the person using the goods, products or services enjoys during the event and tells nice stories about after the event is over. This may be defined as a "Delightful Experience".

Just think about the last nice torte or cookie that you enjoyed.

First of all it does not matter if it is a company in the whole or just a single employee, the ten (10) step recipe for a delightful experience is the same:

1. In advance, find out who your end customers are? And find out what they want and expect? In other words "Anticipate their needs!
2. Understand what you have to offer them that matches their wants?
3. Provide the goods and/or services to the customers in a manner that is enjoyable. Overcompensate your behavior.
4. Be sure that the customer perceives value from the experience?
5. During the process, make sure that the customer feels important and cared for? Don't "hover over them" and don't ignore them as well.
6. Study their actions, facial expressions, tone of voice, hand gestures and analyze what your interaction should be.
7. Ask them if they would like some more of this or another product or service.
8. When completed, ask them how they enjoyed the experience.
9. Analyze their answer and "brainstorm" how to make it better the next time. Everything can be made better. Think hard!
10. Be ready for the next experience. Look sharp, clean up, plan ahead, organize everyone, lead the activities (be visible) and ask others opinions.

Note:

"Hovering" is defined as the activity of one person (provider) watching or interacting with another person (customer) to an extreme amount that creates a feeling of uncomfortableness on the part of the customer.

"End customer" is defined as the person who actually enjoys the good, product or service.

"Overcompensated behavior" is defined where you do more than you would normally do to make it easy for the customer to understand or enjoy your service.

How to get started ?

This receipt is easy to say and for many it may be very hard to do. So how does one actually get started in providing “**Customer Delight**” ?

There is a big difference between just providing customer service and providing customer delight! It can be called “The guiding principle of life”. It is something that you must learn and then just do naturally each and every moment of your life. It is called the building of trust through demonstrating integrity in your behavior.

So what is “Integrity”?

When you say you will do something, you first of all understand what is you say you will do. Secondly, you agree that you will actually do what you say you will do? This is then defined as a commitment.

You need to clearly discuss with all related parties what you can do and what you can not do. This is called clear and measurable communication.

It is understood that there are times when external conditions change such that you may find it difficult to complete what you thought you could complete. This is “ok” as long as it was out of your control.

And if for some reason it becomes difficult or impossible to do what you say you were planning to do, then you will at the earliest possible time provide notice at the situation has changed and you need to reexamine your commitment.

Is follow up important?

Absolutely, one of the most important steps is when you have completed what you said you were going to do, you need to ask the persons that you were doing it for if it was done satisfactorily and met their expectations.

Ok, so what else?

Lastly, you need to hear their response, analyze what they told you and make changes in your behavior to be a better position in the future to anticipate the expectations of the customer.

This type of behavior is then something that each person does all the time. Basically we may think of each interaction between two persons as a customer and supplier relationship. Some wants something and we want to provide something to them. This is just like a clerk in a store, hotel or travel agency or a waiter or waitress in a café or restaurant. The concept is the same for each interaction between two persons.

How does one see the customer's point of view ?

In the process you begin to see the situation or interaction from the customer's point of view, sometimes referred to as “walking in the customer's shoes”. You then begin to change your behavior to make sure that it is easy for the customer to understand or enjoy what you do or provide for them.

One common example is with your handwriting. Handwriting styles vary widely from country to country. Therefore for example, when writing a telephone number or address for a customer, make sure that you print carefully the letters and numbers using international methods that allows the customer to clearly understand what you are writing.

Behavior in this manner using the principle of **Integrity** then defines the difference between “customer service” and “customer delight”.

In summary,

Delighted customers are those where you anticipate their needs, provide solutions to them before they ask and where you are observing to see if new and/or additional expectations are about ready to be required.

This is all "easy to say and difficult to do"; but, through commitment and practice you will soon achieve positive results.

Give it a try. You may be surprised at the reaction.

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