



This article is about empowering your people through a systematic approach to customer service.

1. Beliefs

Start with your beliefs:

- You are not in business to make money: you are in business to deliver something so well that people want to pay you for it (and come back again, buy more and recommend you to all their friends etc.).
- Ensure all your stakeholders know and agree with this.
- Ask and listen constantly.

Then measure your customers' beliefs about you (using the 'great or poor score') (internal customers first, then external)

2. Emotions

Start feeding back the results of the scoring:

- What emotions are these producing?
- What issues do you need to address?

Back to beliefs:

- Start thinking about your 'customer focused mission'.
- Refine and agree.
- Publish and use your 'customer focused mission' as a compass for all that you do.

Start recognising your 'moments of truth' and your 'customers' REAL needs' from your feedback

3. Actions

Start taking actions to align your business strategy, process, systems and behaviour around

your 'Customer focused mission'

Filter all your findings through your 'customers' REAL needs'

Start delivering some or all of:

- 'Great or Poor training' for everyone to ensure buy in and empowerment.
- Weekly 'Go the Extra Inch Meetings'.
- Frequently meeting (and management empowered). Quality action groups.
- Monthly brainstorming in teams and departments on 'moments of truth'.
- The basics of Customer service: training for all (and as part of your induction).
- 'Sales through service' training.
- Monthly or bi monthly short high impact workshops on 'Go the Extra Inch' and 'The Customer's REAL needs'.
- Other training and workshops: e.g.:
 - Problem Anticipation and Solving
 - Effective Communication
 - Effective Use of Time
 - Negotiation
 - Empowerment & Responsibility
 - Assertiveness
 - Using Complaints to Build Customer Loyalty
 - Dealing with Difficult Customers
 - Using Stress Effectively
 - Catching people doing something well
 - Listen and learn sessions: back to the floor
 - Realigning problem behaviour and problem solving using 'win/win agreements'
 - Addressing terrorists

4. Results

Continue to refine and listen using measures:

- The 'Great or Poor score'.
- Internal customers (first).
- External customers (second)
- Other measures
 - Repeat business
 - Referrals
 - Others specific to you!
- Have a clear and empowering scoreboard.
- Take action around your findings (back to action point 3).
- Keep listening and refining around your 'customer focused mission'.
- Back to the top!

© Copyright Guy Arnold

About the Author

Guy Arnold is a self-employed business adviser and coach, delivering business support across the UK: specialising in:

- Building sales via consistent delivery of outstanding customer experiences.
- Personal and Organisational effectiveness.
- Empowering and motivating teams.

Guy is a flexible, independent, constructive, and diligent person, known for his focused and positive approach to issues, and thrives by helping others get the best out of themselves.

Co-ordinates

Address: Old Cawte Farm, Dunsford, Exeter, Devon EX6 7DD

Tel: (UK) + 44 (0)1647 252443

Fax: (UK) +44 (0) 1647 253250

Excellent customer experiences... consistently.

E-mail: guy@greatorpoor.com

Web: www.greatorpoor.com

This article is about...
delivering excellent customer experiences all the time.