



March 2014

Exceed
Customer
Expectations

"The goal as a company is to have customer service that is not just the best but LEGENDARY."

Sam Walton,

"Well done is better than well said."

Benjamin Franklin

"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful."

Jeff Bezos

Defining Exceptional Customer Service

Good customer service is meeting the expectations of customers and results in the customer being pleased.

Exceptional customer service is when those providing the service go above and beyond customer expectations. When customers feel appreciated and special they feel they have received value for money spent. The best way to keep customers coming back and bringing new business is exceptional customer service.

Providing Exceptional Customer Service

1. First... get the attitude right 'We make a living by what we get, but we make a life by what we give.'
2. Get excited about who you are, what you do, who you do it with and who you do it for
3. Be attentive to the needs of each individual customer
4. Communicate with energy and empathy
5. Listen and question to establish customers' needs
6. Be creative in how you can provide an enjoyable experience for customers
7. Learn to put a smile on your dial and have a 'can do approach' to life
8. It is not about you...it is about the customer...get over yourself
9. Move from being first person sensitive to becoming second person sensitive
10. Celebrate being great at providing exceptional customer service
11. Champion the concept of internal and external customers
12. Go on... you can do it...make their day!



Customer Service

In reality very few businesses provide exceptional customer service, most hover somewhere between being adequate to being wanting in their ability to provide customer service. To make life even more frustrating, when you ask these businesses what their points of difference are, the first thing they mention is their customer service. It's called... head in the sand syndrome! Their concept of exceeding customer service is to flaunt their discounts. The good news, those businesses that are embracing and championing the concept of exceeding customer expectations are gaining the rewards of repeat business and higher profit margin.

If you are interested in providing exceptional customer service within your organisation!

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Worth Reading

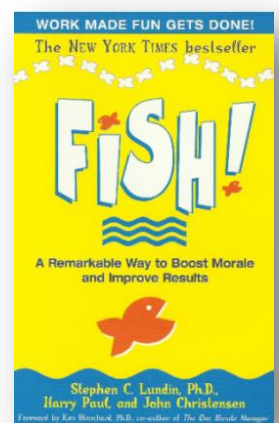
Title: Fish

A Remarkable Way to Boost Morale and Improve Results

Authors: Stephen C. Lundin, Harry Paul, John Christensen, Kenneth H. Blanchard

Over 5 Million Copies Sold! Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. Just imagine how that would impact their ability to exceed customer expectations.

Disclaimer: ThinkZone Resources Limited makes no claim to authority or licence in relationship to this book. We submit the title of this book as recommended reading only.



Quote for the Month

"Do what you do so well that they will want to see it again and bring their friends." Walt Disney



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