



TriOpus Group

Shaping your company's talent

This month:

ENSURING RETURN CUSTOMERS



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What does your company do to make customers feel appreciated? With the substantial investments we make in our marketing, we would hope that when the customer finally gets through our doors, they will be so impressed they return again and again and bring two friends, who bring two friends, and so on, and so on... The one key element to the customer experience is perhaps the toughest one to make consistent – the customer service! Every staff member has a unique personality and a different way of handling the customers, however some sort of standard approach of excellence should be expected. How does your company ensure these standards? Do you provide training, post expectations, recognize and reward individuals, while observing performance and coaching for improvement? This is the only way to be sure the customer doesn't slip out the back door, never to return. This month we encourage you to think about the customer experience – what can you do to make it positively unforgettable?

"One customer, well taken care of, could be more valuable than \$10,000 worth of advertising."

- Jim Rohn

do you need a speaker for your next event?

As a public speaker, David Colman's enthusiasm for improving our workplaces is obvious. Taking a comfortable, entertaining and educational approach to his presentations, David has spoken at large and small conferences and meetings for organizations such as FiServ, Business Development Centre West, Alberta Community Futures, Junior Achievement of Southern Alberta, Vancouver's Grace Hospital, and is an annual speaker at the National Commerce Banking Solutions Retail Banking Conference in Atlanta, Georgia.

for more information:

To book David for your event, call Tamara Kerr at:

1-800-864-2721

or email

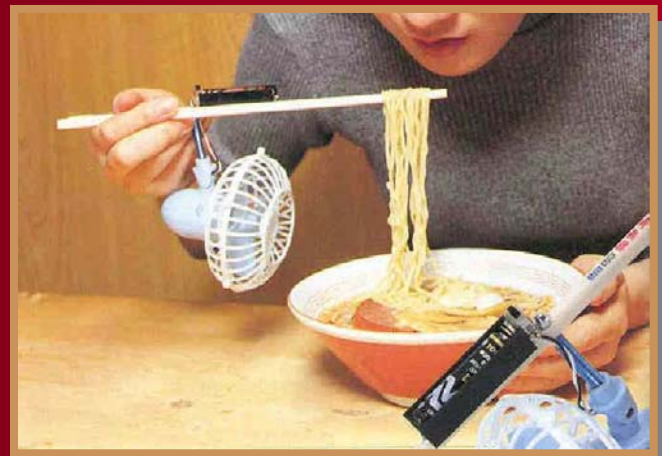
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For a complete list of speech topics, as well as TriOpus Group programs and services, please visit us at:

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what does your business do to WOW customers?



"Being on par in terms of price and quality only gets you into the game. Service wins the game."

- Tony Alessandra



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Have you ever wondered why some customers stop dealing with your company? One survey indicates that 68% of the people that have stopped using your products or services are doing so because someone in your organization was rude or discourteous to them. For that 68% of your customers, it had nothing to do with your products or services.

Recently, a new restaurant opened up in my town. Maybe that's not news where you come from, but where I live it's a big deal! Some friends invited me along to try the place out. I was a little reluctant to go at first. They'll be very busy and they'll need time to iron out the kinks, I thought. But I went along anyway.

As expected, the restaurant was extremely busy. But we persevered and after awhile, we were seated. Sure the service was kind of slow but everyone was working very hard and they were all very polite. And besides that, the food was very good indeed.

When we finished the meal, I got the bill and waited for someone to collect my credit card. Nobody came. Then I realized that the bill stated I had to pay at the cashier. When I looked over there, the lineup was just as long as it had been when we first arrived. I impatiently waited my turn to pay. Then it happened.

I offered my credit card, a card that I was about to find out was not accepted at this establishment. Instead of hearing, "I'm sorry sir; we don't currently accept that card. Would you have another card we could use?" I heard, "We don't take that. If I took that card, we'd go bankrupt. They want to charge us 9% for accepting that card."



Stunned, I fumbled for another card, paid my tab, and left.

So what was it that had actually happened in that restaurant? First, as customers, we had cut them a lot of slack for the slow service because the employees were working hard and were very polite. In other words, the wait didn't bother us. On the other hand, the cashier was rude. Remember the 68%? But not only was he rude, he also insulted my choice of credit card.

What is the lesson in this for all of us? Well it is a gentle reminder that customers are human beings and that human beings have certain needs, even in business. These needs include feeling welcome, being understood, feeling appreciated, being respected, being valued and remembered. Simple stuff really, isn't it? And, as I've said, ignoring these needs is the biggest reason why customers will not come back to you.

What does your organization do to ensure consistently courteous and respectful service? How are your staff trained, monitored, coached and rewarded? Your leadership is the key to beating the odds on the average customer satisfaction ratios.

So am I going to join the 68% and not go back to that restaurant? Not so fast. Didn't I tell you the food was really good?