

Bailey, Carr CPAs, P.C.

CERTIFIED PUBLIC ACCOUNTANTS

NEWSLETTER

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Dear Client:
Customer Service Means Many Things.....

As a patron of business, what is most important to you with regard to customer service?

- A Smile
- A Friendly Hello
- Speedy Service
- A Thank You
- Inexpensive Products
- High Quality Goods

All of these items are important and managers should evaluate and adjust customer service offerings to maintain positive results and happy customers/clients. The customer needs and wants will vary according to the business and should change as indicated by industry standards as well as many other factors.

Flexibility is vital to finding the best combination of products and services to offer the highest level of customer service. Too often management is not receptive to change and this can lead to poor customer service. The "it has been that way for years why should we change it" attitude does not work in today's business. Customer service is always changing and improving systems to adjust to customer needs, while continuing to be profitable and competitive. Surveys, word of mouth, and social media sites are huge sources of customer service feedback for business owners, managers and employees. They can provide both good and bad feedback to help change what is not working and emphasize or create offerings that maintain the level of customer service standards preferred. Awareness of all department managers, employees and owners is vital in evaluating procedures to provide the highest level of customer service. Utilize the feedback received to create Raving Fans not just happy customers.

To start, narrow your vision to focus on key components that you can control directly. Deciding what you want to offer is your "vision" of customer service. Determining the "customer needs" and discovering what the customer wants is the more challenging aspect of excellent customer service. You need to decide how to deliver excellent customer service. What steps or systems need to be created and/or employee training to provide an outstanding customer service experience. If you go above and beyond customer expectations you have taken the first step to ensure that the customer is satisfied and will return.

All business owners and managers should have a vision of the customer service they want to provide and create systems to provide excellent customer service. Workers in the forefront are the customers' first impression. Their actions can set the tone for customer satisfaction. Once you have your vision, develop a system or training program to teach the entire team the same process. Developing consistency is often overlooked or forgotten leaving gaps for employees to ad lib or fill in the blanks however they see fit. The lack of a system or training is frequently where valued customer service is compromised.

Customer service is not just about customers and companies or companies and employees. It's about people. People with needs and people to service them fulfill those needs. People need to feel important, that what they do, think or say truly matters. Consistency with ongoing improvement plus the ability to alter course quickly are key to excellent customer service and creating Raving Fans, not just a client or consumer.

More details on this topic can be found in the book *Raving Fans, A Revolutionary Approach to Customer Service* by Ken Blanchard and Sheldon Bowles. Take a look at your customer service and gather feedback, utilize these tips so you can provide the highest level of customer service to create raving, spending fans.

Very truly yours,

Bailey, Carr CPAs, P.C.