

Ep 75: Simple Tips for Upping your Customer Service

The time is now to create, upgrade, and focus on customer service



- Identify 2-3 principles that will differentiate you from your competition.
 - Identify 2-3 principles that your business will practice. Good customer service can be a key differentiator, so think about what would set your business apart.
 - If you are a company/business/brand that has continued strong customer service through Covid and the workforce challenges many industries are facing, you have a leg up and should keep doing what you are in terms of taking the time to focus on the customer.
 - If not, we say stop what you are doing and get to work. Assess how you are doing today and where any outages are. Make as long a list of the outages as you need and get to work toward creating change. If you are in a bad spot this can be overwhelming, know you don't have to do it all at once.
- A little bit can go a long way.
 - Start small. Prioritize what you can do immediately and try things out. Here are a few examples:
 - Employees at a hotel offering a smile and pleasant comment to all those they encounter.
 - Starbucks offering a replacement cake pop when a child's melted.
 - Buying a cup of coffee for a client on your way to meet them.
 - Noting someone's birthday on a client call. Or their child's!
 - It doesn't take a long time or a lot of effort and people remember. Especially right now when human connection has been low.
- Make it a consistent practice across every employee.
 - When you set out with your list it is imperative to make sure that anything you put into place is prioritized across all of your staff and communications.
 - It has to be consistent no matter who the client/customer/guest is.
- Strive for greatness and know what success looks like.
 - You don't have to tackle everything at once, but you should have goals for being the very best in customer service at what you do, even if it takes you a while to get there. Everyone should know what they are and what success looks like. We have different definitions of what 'great service' looks like. You need to model it, incentivize against it and hold everyone accountable to achieve it.
 - Once you get there, you cannot just sit back and say, well that it done. There is always competition after you. The world changes, and these days at a very rapid pace. Your customer service better be ready to evolve.
 - You always need to be evaluating and assessing your customer service. People talk and word of mouth is powerful.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete