

Some generalisations around customer service

1. Most organisations are not as customer focused as they claim to be.

My views:

2. In the eyes of their customers, most organisations are getting worse at customer service not better.

My views:

3. Organisations typically make it hard to complain, and in so doing get a false idea of dis/satisfaction.

My views:

4. If any measures of customer satisfaction exist, most of these are not measuring the right things.

My views:

5. Most of those who see customers most often are the least well paid of anybody in an organisation.

My views:

6. Customer service is not seen as a professional activity of any significance within organisations.

My views:

7. The learning that those that see customers the most is rarely if ever tapped into, and made use of.

My views:

8. Loyalty is not rewarded by most organisations – indeed loyal customers typically get a raw deal.

My views:

9. Real customer service is the most cost effective way to differentiate products and services.

My views: