

The real measures of customer service

Objectives:

Apply what you learn during and after this session and you will be able to...

1. Recognise which current structures, policies and practices must change to meet customer needs.
2. Begin to move beyond profit as the principal measure of performance, and towards value creation.
3. Find the true measures of value creation, such as customer defection and referral rates.
4. Identify the obstacles to implementing a serious plan to improve customer service - and clear them.
5. Really listen to the people who do know what needs to be done to turn grand words into actions.
6. Make significant improvements to bottom line profits by doing what the competition will not.

During the workshop we will work on questions like these:

What have been your own recent positive and negative experiences as a customer?

Do you understand that profit only ever results from value creation? Do you measure value creation?

Do you really know your customers' expectations? Are you meeting these? How do you know?

Why are complaints always good news? Are you 'complaint friendly' Do you suppress complaints?

Who looks after their customers better than you? How can you adopt and adapt their best practices?

Do you recruit and prepare the right people, reward them for repeat business, and manage them well?

Do you accept that you, like most businesses, lose typically around 25% of your customers each year?

Are you blindly marketing, or do you know why customers come to, and leave you?

How can you maximise new business from referrals and recommendations, and slash marketing costs?

What are your key 'moments of truth' that influences customer views of you and the organisation?

What are the key measures of genuine customer satisfaction? Isn't the best repurchase rates?

What stops key people in your organisation from showing the sort of concern customers want?

Will you do what it takes to clear human, structural and policy blockages to real service excellence?

What different types of customers do you work with? What demands does each make?

Can your information and data management systems cope with the monitoring and analysis needed?

Why and when do customers buy from you? Do you deploy the right people at the right times?

What will it take for your business to maximise the golden return from sustaining customer loyalty?

What specifically, will you do as a result of this to make it all worthwhile?

