

Great Customer Service

Keith Harford

- Retail & Business Advisor
- Training
- Commercial Support
- Clients from sole-traders to state bodies
- Feargal Quinn's Retail Therapy on RTÉ One TV

Customer Service



Repeat business not required?



Undertaker

Customers

- Grumpy Customers
- Happy Customers
- Which of these customers does the your stall need?



Why do customers visit your market / stall rather than a.n.other?

- Products
- Location
- Convenience
- Advice
- Service
- Your expertise
- Product range
- Value
- YOU!



Create Destinations

The reason a customer passes your competitor to come to you:

- Products/services where you specialise
- “Exclusive” ranges
- “Expertise”
- Great Customer Service



Great Customer Service

- Let's look at some examples

Lego fan Luka and Jay ZX



Against his Dad's advice, Luka brought his *LEGO* Jay ZX figure on a shopping trip to their local Sainsburys in the UK....and as Dad suggested, Jay ZX was lost, leaving Luka broken-hearted.

www.keithharford.com



Luka emailed Lego...

Hello,

My name is Luka Apps and I am seven years old.

With all my money I got for Christmas I bought the Ninjago kit of the Ultrasonic Raider. The number is 9449. It is really good.

My Daddy just took me to Sainsburys and told me to leave the figures at home but I took them and I lost Jay ZX at the shop as it fell out of my coat.

I am really upset I have lost him. I decided to send you an email to see if you will send me another one.

I promise I won't take him to the shop again if you can.

– Luka



Lego Rep Richard's Response

Luka, I told Sensei Wu that losing your Jay minifigure was purely an accident and that you would never, ever, ever, let it happen ever again. He told me to tell you, "Luka, your father seems like a very wise man. You must always protect your Ninjago minifigures like the dragons protect the Weapons of Spinjitzu!"

Sensei Wu also told me it was okay if I sent you a new Jay and told me it would be okay if I included something extra for you because anyone that saves all their Christmas money to buy the Ultrasonic Raider must be a really big Ninjago fan.

Lego Response...

So, I hope you enjoy your Jay minifigure with all his weapons. You will actually have the only Jay minifigure that combines 3 different Jays into one! I am also going to send you a bad guy for him to fight!

Just remember, what Sensei Wu said: keep your minifigures protected like the Weapons of Spinjitzu! And of course, always listen to your dad.

Richard

Lego Representative

Joshie's extended vacation...



Joshie is the favourite toy (a stuffed giraffe) of Chris Hurn's son. But when they stayed last year at a Ritz-Carlton in Florida, Joshie was left behind.

To console his son, Mr. Hurn told him that Joshie had stayed on for a few days and then, he contacted the hotel...

The hotel's response...



Joshie couldn't be thought to just walk aimlessly around, so he had to have a staff badge.

Joshie couldn't be thought to have a badge but not do any work.



The hotel's response...



All work and no play would not be a great vacation for Joshie, so...

Joshie had to enjoy the Floridian weather too...



But, it's not always big business...

Murray Raphel

- Marketing Rule #1 -- "Find out what your customers want...and give it to them!"

In his earlier career as a shop manager

- He overheard a phone call
- Young boy offering lawn service

What makes GREAT Customer Service?

- Let's look at the stories we've just spoken of...



Nuisance or Opportunity?

- Richard saw an opportunity
- Used his initiative
- Had fun
- Represented Lego exceptionally well (many people have spoken, tweeted, etc. about this story)
- Created a Lego “advocate”



Nuisance or opportunity?

The person who received the phone call from Mr. Hurn saw an opportunity to:

- Have some fun
- Make a child happy
- Turn a difficult situation into something “special”
- Create a Ritz-Carlton “advocate”

Lawn service

- Smart
- Checking Customer satisfaction
- Ensuring loyalty, but
- Earned loyalty



What makes GREAT Customer Service?

- Clear leadership
- People
- Thought
- Empowerment



What makes great customer service in your market?

What kind of person do you need to be to offer great Customer service?

- Ability to use your initiative
- Can see and GRASP opportunities
- Empowered
- Not interested in BLAME
- In essence:

Have the right Attitude!

Who is responsible for Customer Service Standards?

- “Two wrongs don’t make a right” – *The customer might not always be right, but there’s no percentage in it for you in telling them so!*
- Lead from the top
- Everyone in the business
- You!

What does Great Customer Service Cost?

- Lego: just some samples and an email
- Ritz-Carlton: Time taken to take a few photos and send Joshie home
- Lawn service: A phone call
- In essence: VERY LITTLE!
- But what is the value of Great Customer Service?

The Marketing Department



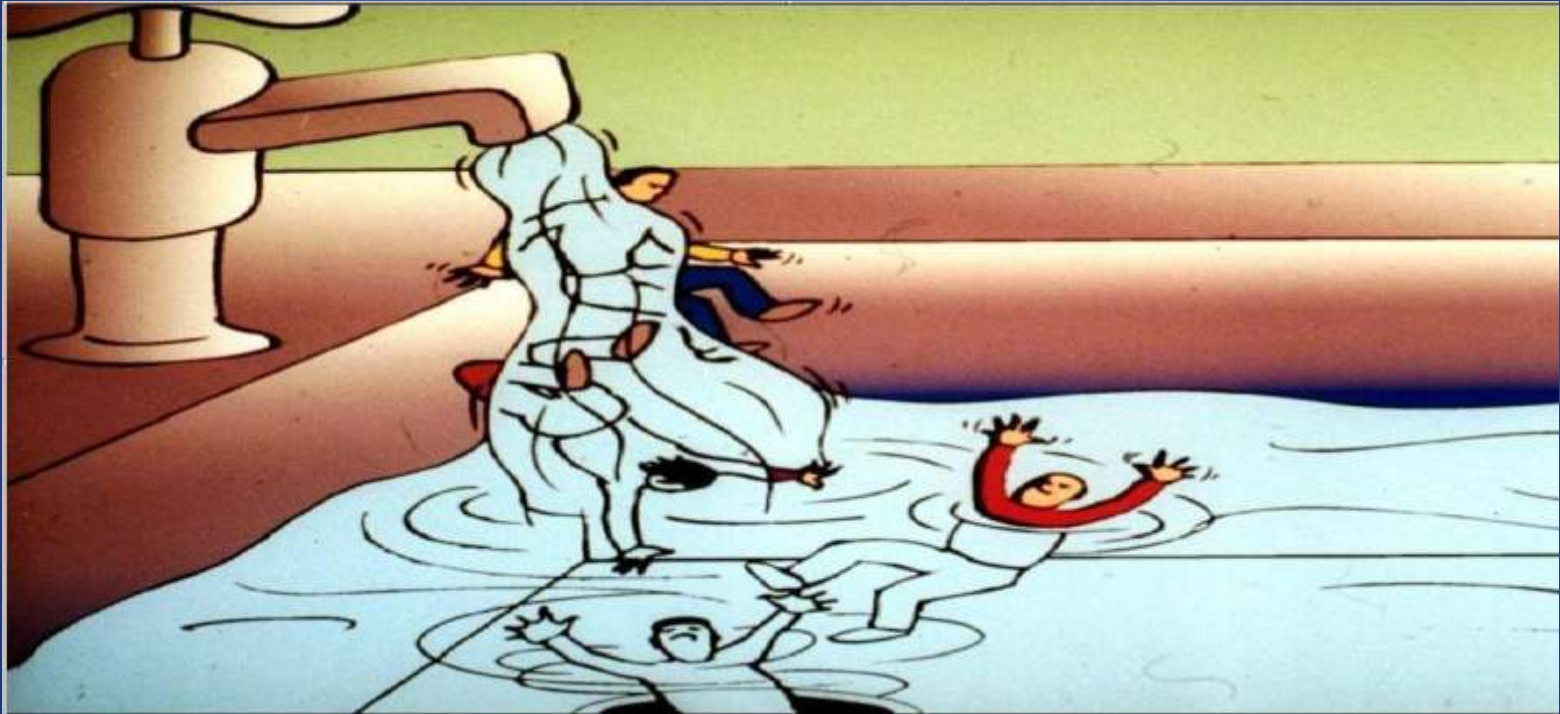
How so?

- Value of “word of mouth” advertising
- A happy customer
- It costs 10 times more to get a new Customer than to hold on to an existing one

What to do when problems arise?

- Stay calm / Remain polite
- Listen to the issue (take notes)
- Get someone else if necessary
- Suggest solutions (if appropriate)
- Potential to change bad situation into a VERY positive situation
- Sunset policy

Bathtub Principle



B: Boomerang

- Doing all you can to get the customer to come back again and again



E: Example

- Example is what you should always lead by
- Treat others as you would like them to treat you
- The customer is always right



L: Loyalty

- Take every opportunity you can to create loyalty
- Think of the examples we've spoken about
- Loyal Customers – Repeat Customers
- Loyal Customers – Your extended Marketing Department
- Loyal Customers – Your future!



I: Intelligence

- Know your market
- Know your competitors
- Know where each others strengths and weaknesses lie
- Work as part of the wider market offering



E: Éist

- *Éist le fuam na habhann agus gheobhaidh tú iasc*
(Old Irish Proverb)
- Listen to your customer
- Listen to the marketplace
- Even if you don't like what's being said
- Get over it



F: Famous

- Be famous for something
- Destinations
- You must stand out in some positive way



BELIEF

- In yourself
- In your products
- In what you do
- In your CUSTOMERS

The difference between try and
triumph is just a little umph!

Marvin Phillips

What changes will you make tomorrow?
It's now down to...



Thank You for listening!

Keith Harford

keith@keithharford.com

087-946-4446

www.keithharford.com

www.keithharford.com