



THE KEYS TO CUSTOMER DELIGHT!

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A monster called Customer Service – what is it?



- Common Definitions
 - It is the ability to provide a service in the way it has been promised.
 - It is about treating others as you would like to be treated yourself.
 - It is a phrase that is used to describe the process of taking care of customers in a positive manner
 - The commitment to providing value added service to external and internal customers
 - A proactive attitude that can be summed up as “I care and I can do”
 - It is all about expectations, when you and customers get face to face, or phone to phone, or interact in any other way, the customer has expectations about the encounter.



Current reality

- Customers are served like 3rd class slaves and not kings!
- “We pour thousands of rands in advertising and promotion drives, and then lose the customer a short time later because of poor, uncaring service.”
- Fun and challenging



As a customer, what would I like to experience?

- Feel welcome
- Timely service
- Feel comfortable
- To be understood
- To receive help or assistance
- To feel important
- To be appreciated
- To be recognized or remembered
- Respect



If customer service is all about expectations, what do customers actually expect?

- Customers expect to be treated like persons of value...every time. A customer is a real live person with feelings, pride, and dignity, and deserves to be treated as a person of value.
- Customers expect a product or service to measure up to their demands.



So, what is good enough for our customers?

- Good enough is linked to our attitude
- Good enough = basic standards!
- “Knock the socks off our customers!”
- Great names of customer service:
 - Excellence is the norm; Spectacular is the rule and ‘Good Enough’ is just a four-letter word!
- Customer service is everything! Without customers we do not have a business.



Golden rules

- Do offer prompt attention, be friendly and helpful without being over-familiar.
- Do get answers to any customer's queries- if necessary ask a co-worker or take the customer's details and get back to them.
- Don't chat and joke with co-workers while a customer waits for service.
- Don't look blank when asked a question or say, I don't know-find out!



Golden rules

- Handle complaints well

"Customer complaints are the schoolbooks from which we learn."

Author Unknown

- Keep your promise
- Go the extra mile
- Be Professional/ Be Interested
- Be willing to listen



My advice...

- Enjoy your job as fully as possible
- Attitude + skills = excellent customer service
- Ongoing training and development = 'customer service brain surgeons'
- Get to know who are your customers
- Attitude of respect and caring
- Be motivated



And most of all...

- Positive attitude

1 + 20 + 20 + 9 + 20 + 21 + 4 + 5 = 100%
A T T I T U D E



Conclusion

"Treat every customer as if they sign your paycheck...because they do."

Author Unknown



Thank you!

