



Seven Customer Service Equations

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organizations \neq care for customers

IMPLICATION: No matter how strong your brand, customers don't do business with it.

people = care for customers

IMPLICATION: It's your people who give your brand life and energy in the perspective of customers.

customer service quality = quality of the people providing it

QUESTION: Can you get the customer care you're looking for by paying your employees the lowest wage, fewest of benefits and providing the least training?

how you treat your people = how they treat your customers

IMPLICATION: Employees follow management's lead.

QUESTIONS: Are employees appreciated, recognized, energized by the feeling of making a meaningful difference? Is management courteous with employees? Is management responsive to employees? Does management listen when they speak? Do you think rude customer service may be a reflection on management more than on employees?

going the extra mile \geq customer's perception of excellent service

IMPLICATION: Exceeding what customers expect creates for them a perception of excellence. There are many ways to bring them closer by going beyond their basic expectations.

employees handle customer complaints and irate customer \leq their training

IMPLICATION: Employees need to be trained. Give employees key words to say and key things do where you know you have service gaps. Your frontline plays the most critical role in your customers' experience.

QUESTION: Are employees trained in what to do and say to make a customer's experience positive?

understanding what your customers think of you = asking them

IMPLICATION: Ask customers what it is they like and what they don't like. Ask customers what they would change. Ask what you could do better.

QUESTION: Do your people ask customers about their latest experience—not surveys, people?

