

Contents

The 21 Essential Elements:

CONSISTENCY	4
LEARNING	6
RESPONSIVENESS	8
FOCUS	10
RELATIONSHIPS	12
COMMUNICATION	14
EMOTION	16
RESOURCEFULNESS	18
ENJOYMENT	20
HELPFULNESS	22
AUTHENTICITY	24
PERSONAL TOUCH	26
CREATIVITY	28
DETAIL ORIENTATION	30
PROACTIVITY	32
PROFESSIONALISM	34
ATTITUDE	36
CARING	38
ENTHUSIASM	40
CELEBRATION	42
DEVOTION	44
In Closing	47
BUILDING CUSTOMER LOYALTY Feedback Survey	48

CONSISTENCY

Today's world is chaotic. The "noise level" is higher than it's ever been before. And **everybody's trying to get *your* customers' attention. If you want to hang on to it, you need to provide a consistently delightful experience.**

Today's customers have high expectations. When those expectations aren't met, customers don't think twice about moving their business elsewhere.

Do you deliver a consistently superior experience? Are you always prompt, always responsive, always responsible to the people who do business with you? Can they count on consistent caring from you?

Customers need to feel comfortable – it helps to tone down the "noise." They need to be greeted and handled well over and over again. Your behavior needs to define an experience that makes them *feel* secure. They need to trust that you'll be there for them every time. Earn that trust, and they'll keep coming back.

Ask yourself...

Do I make every effort to provide a consistently positive experience for my customers?

The successful person does things that most anyone can and does do. The difference is, the successful person does it consistently.

– Michael Angier

Consistency ... IN ACTION!

Do you know what your customers' expectations are? Are they unique for different groups or segments of customers? If you don't know, can you find out? Where are the gaps between what they expect and what you deliver? Knowing their expectations is key to delivering ... and delivering is key to building loyalty.

Remember that what gets measured gets done. To put it another way: You get results when you *inspect* what you *expect*. Ask for customer feedback on the consistency of your service as well as the quality of it. Can your customers rely on you to provide a positive experience every time? If not, why not? If not, fix it ... fast!

Do you have a set of quality standards? Are they based on customers' criteria? Do you communicate them throughout your workplace? Do you tell your customers what they are? (That's brave.) Quality standards need to be specific so customers know what to expect. Here's a tip: Make your core service consistent, and then surround that service with things that will surprise and delight customers. Describe the standards behaviorally – in terms of what people need to do.

Give some feedback to those who design and conduct your customer service training. Help them ensure that training is focused on achieving the standards regularly. The message in your training needs to be that good service is not a one-time thing ... it's an *every-time* thing!

Make sure that people who temporarily fill in for your regular service staff are well trained. If you're the person who fills in, ask to be trained. "Our regular person was out that day" is a poor excuse for delivering sub-par service. Staff absences are *your* problem ... don't let them become the customers'!

Develop (or request) language scripts for greeting customers, answering the phone, and ending service transactions. That will foster consistency no matter who the server happens to be.