
Measured Success Inc.'s Business Tip of the Month

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As you put the finishing touches on your strategic plan for 2006, let me ask you, did you include customer service as one of your core competencies? Most organizations do, yet just from our own perspective as customers ourselves we know that customer service is a core competency for only a rare few organizations. Why is that?

Some organizations try to achieve the customer service they want through incentive programs. While that may sound like a good idea and it can be relatively inexpensive to implement it is not the most effective approach. Motivation comes from within each of us. We will only be motivated by incentives until we achieve the reward, at that point the reward becomes expected whether or not our performance merits it.

What is customer service? Customer service occurs at what I like to call those moments of truth when we interact with either another internal customer (co-worker) or an external customer (those buying our goods or services). It is at these moments that our **customer** decides whether we met their expectations or not.

How do we measure our level of customer service? That is a key question that your organization must answer. In order to repeat levels of customer service that exceed our customer's expectations we must be able to count or measure the event to make it both reproducible and consistent. A positive attitude on the part of your employee's is a key element. Unhappy workers convey their attitude to each other **and** your external customers.

Who is responsible for great customer service? Every employee in your organization is responsible for great customer service. Each employee should look at their relationship with their suppliers (those providing them with something needed to perform their job), their internal customer (those relying on them for something needed to perform their job), and their external customers (when and how they interact with those buying your goods or services) and ask the question; how can I make this interaction better for both parties?

If you do not wish to receive further tips please email us with unsubscribe in the subject line.

Read below about an opportunity to improve your customer service!