

MTD Quick Tips

How To Delight Your Customers

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How to Delight Your Customers

Are you delighting your customers?

In today's business world satisfying customers is not good enough.

Customer satisfaction is no longer enough, you need delighted customers.

In reality many businesses promise a great deal, you only have to look at their mission statements and company mottos to see this.

But how often is this reflected in the service that you actually get?

This service is mediocre or often worse than that; the net effect is that you are even more disappointed as a customer.

The promise has been sadly under delivered.

Businesses need to look at customers as a lifetime opportunity and not just as a transaction.

For example a study by David Reibstein of the Wharton Business School on Starbucks came out with these results.

Dissatisfied Starbucks customers stuck with the chain for 1 year, made 47 visits and spent $200.

Highly satisfied Starbucks customers visited for more than 8 years, made 86 visits per year and spent over $3,000.

The difference here is $2,800 and that's just for a cup of coffee. Imagine the net effect in your business!

Your average annual purchase multiplied by a lifetime of purchasing.

So to delight your customers and turn them into customers for life ask yourself these questions, be honest and answer true or false.

I understand that the people I work with are also my customers and that we are all part of a customer service chain.

I take ownership of my customers' problems and do everything possible to avoid transferring their problem to someone else.

I use my customers name at least 3 times in every conversation.

I listen carefully to what my customers are telling me so that I can clearly understand their feelings and needs.

That's 5 done and 5 more to go so how are you doing?

When my customers are upset I sincerely apologise and try to empathise with their concerns and put myself in their place.

I always assume my customers are being honest.

I try to do what is best for my customers not what is easiest for me.

I try to be flexible to meet my customers' needs.

I smile a lot, even when I am on the phone because I know that my customer can 'hear' a smile.

I look for ways to build my customers loyalty even when I cannot provide the service that my customer has requested.

That's 10 questions done so if you have 7 - 10 true responses then that's FANTASTIC! Congratulations, you are delighting your customers and building customer loyalty on a consistent basis.

If you got 4 - 6 true responses and you are on your way to building loyalty but there is plenty of opportunity to improve both you and your team's service skills.

If you scored less than 3 true responses and you and your organisation would benefit from customer service skills training.

The key to this is you and your team.

In many organisations a person will know their job and will therefore do it and for this they get paid.

The companies and people who excel in service are those that become and behave the role.

An actor will know his lines and he can say his lines but if he does not become the part and live it then the performance will be poor.

Research has shown the greatest reason given by customers who leave a business is that they feel that they are not important and they have received an attitude of indifference.

Making the customer feel important and valued will grow your business.

Here are 5 keys to customer loyalty that you can use in your organisation:

1 Family

Use your customers name at least three times in every conversation and try and keep it natural sounding.

Remember personal details birthdays, children's names and accomplishments.

2 Friendly

Smile every time you are on the telephone.

Demonstrate sincere enthusiasm when helping your customers.

3 Flexible

Think of yourself as your customer's partner.

Look for ways to bend the rules and remove obstacles.

4 Follow up

A follow up phone call or a handwritten note is a powerful loyalty building tool.

You can never thank your co-workers or customers too often.

5 Fast

Time is a person's most precious commodity. Respect your customer's time and schedule.

On one hand your customers want fast service.

On the other hand once they have your attention, they want you take time with them.

I trust that you found this useful but this can only work if you implement it.

Live, love and laugh

Sean

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About Sean McPheat



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Founder and MD of international management development firm MTD Training, Sean McPheat is widely regarded as a leading authority on modern day management and leadership.

Sean is a bestselling author, and has been recognised for his own business building skills through the **British Business Awards** and has been featured in the **Who's Who Of Britain's Business Elite**.

He has been a regular judge for the UK's Young Enterprise Programme but was not as horrible as Simon Cowell (well almost!)



Sean has been featured on **CNN International, the BBC, SKY, ITV, The Guardian, Forbes, Arena Magazine, Marketing Weekly, Business Zone, Winning Edge** and radio stations such as BBC WM and LBC (London's Big Conversation).

Sean has over **250 media credits** to his name and his weekly email tips go out to over **60,000 people** interested in management and development strategies.

Sean is also a **much sought after media figure and motivational speaker** on all topics related to management, HR, business improvement and entrepreneurialism.