

Ease and Do[©]

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How Did We Do?

Perfect of course!

Customer Service is all the rage and what better way to assess how good you're doing than to ask your customers. It seems I'm asked to take "how are we doing" surveys all the time. One of the most amazing things I've ever encountered is when they actually told me how to grade them. *"Our rating scale goes from 1-5 with 5 being the highest score. Please give us all 5's because we're in a competition and we'll lose out if scored lower or, our boss would not be pleased with less."*

So what's that about Customer Service?

I admit this scenario doesn't occur as often as it used to and when it does it always seems to be a car dealership (really). But it makes me wonder- what do businesses really think about customer service and more importantly, *what are they doing with all this feedback?*

It makes people feel good when you ask for their input but unless they see action it amounts to nothing more than lip service; and you can bet they'll notice! How does your company view customer service? Is it ingrained in the culture and sincere or is it deemed a necessity without a heart? Are you genuinely interested in your customer's opinions? When you ask for a customer's opinion are you prepared to take action?

Customer service is best appreciated from the perspective of the customer. Here's a few things to think about:

- My opinion counts but don't smother me- asking for my opinion is great but enticing me with gift cards and such anticipating my needs and
- Be realistic- I know there are things you just can't do. Don't try to impress me with showy and unrealistic displays. They say if it seems too good to be true it probably is. Be real is all I ask.
- Don't tell me how to think- if you really want my opinion let me give it. Don't tell me how to respond. When you do it becomes very clear I really don't matter.

- If you're really listening, let me know- when you ask my opinion I figure that you have an interest in what I say. I realize that you can't act upon every request but if you want my opinion then at least be open to making changes for the better.
- Be genuine- I'm your customer and I'm very important to your business. Treat me with value, respect and integrity. In return I pledge you my loyalty. It's not always about the cost of things. While they say you get what you pay for- I'm also willing to pay for who you are.

The next time you ask your customers for their opinion, ask yourself this: Do I want to hear what they have to say? Am I genuinely prepared to do something with the feedback I receive? If the answer to both of these questions is yes, I imagine you're enjoying a loyal customer base and all the rewards that go with it. If you answered no to either question (be honest), you might want to do some targeted analysis. After all, the customer is King and we are merely attendants in his Court.