

## Ernst Enterprises Newsletter



### **WHAT COMPRISES EXCEPTIONAL CUSTOMER SERVICE?**

You might be surprised: personal attention, warmth and a responsiveness to your customers' needs can make their experience exceptional.

#### **Do Your Customers Remember You Because of Your Service? If Not, They Might Not Come Back**

In these tough times differentiating your company with exceptional customer service may be the reason you keep an important customer. Objectively, how does your company measure up for customer service? Do your customers see you as a valuable partner who provides service that meet or exceeds their expectations or is it something less? How do you know?

Think about the last time you experienced exceptional customer service for any business. What made the service stand out in your mind? How often have you told others about it? I'm going to guess that the exceptional service you received didn't require an employee to perform some action in a super human way. Rather, it was probably the personal attention, warmth and response to your need that made it exceptional.

Now, think about the last time you were disappointed by poor customer service. Unfortunately, there are probably many more to pick from. I'll bet the disappointment stemmed from an employee not wanting to do his/her job, or a company not meeting the expectation of quality or service as promised.

To improve and maintain high levels of customer service we recommend following these steps:

Step 1. Objectively assess your current level of customer service. You can use surveys, customer satisfaction phone calls, customer focus groups, or some way to get direct feedback from your customers.

Step 2. Determine what level of customer service you to provide to your customers. Be prepared to answer the following three questions:

1. What is good customer service?
2. How do we know when we've achieved it?
3. How will we measure it?

Simply put, if we can't define good customer service how will we know when we achieve it and if we don't measure it how can we know how well and consistently we are doing?

Step 3. Communicate with all employees the importance of good customer service, what good customer service is, and how it will be measured.

Step 4. Develop a method to track the results and provide timely and frequent feedback to employees.

Step 5. Implement programs that recognize and reward employees who deliver exceptional customer service. The key to maintaining exceptional customer service is to recognize and reward employees who deliver it. It is equally important to correct employees who deliver less than the expected level of customer service.

By following these five steps your company can provide consistently high levels of exceptional customer service.

We at Ernst Enterprises are expert at helping owners assess existing levels of customer service and develop action plans designed to deliver exceptional customer service. You don't have to confront this challenge alone. To schedule an appointment call 847/438-8977 or visit our [website](http://www.eellc.us) at [www.eellc.us](http://www.eellc.us).

Sincerely,

*Mark*

Mark Ernst  
Ernst Enterprises, LLC

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