

tips&resources

How to give your clients "Hoop-Jumping" Service

Service



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“Hoop-Jumping” Customer Service For Your Clients

When we're the customer, we absolutely demand premium customer service. When we don't get it, we've been known to go, well, slightly ballistic. At times we can be hard on customer service reps—hopefully those calls are taped for training purposes. So, what makes customer service good enough for our exacting standards? It's when we know the customer service rep is jumping through hoops for us. The same “hoop jumping” fundamentals that can be applied to your business:

1

Be friendly

We look forward to ending our calls to customer service with, “Thanks you've been fabulous,” and really meaning it. When a customer calls you, they have a problem and are generally frustrated. Success comes from maintaining a friendly, approachable demeanor, even in the most trying situations.

2

Say “yes”, then figure it out

Always say “yes” to your clients. And then figure out a way to make it happen. Your clients don't have to see you sweat the details, but being 100% reliable makes you indispensable.

3

It's your job—whatever that job may be

The customer is the purpose of your work; and it is your job to address his/her needs. Even if it's not your customer, take the opportunity to demonstrate your commitment to premium customer service. We used to get a lot of calls for another company with a similar name, so we learned that company's customer service and tech support numbers. If people dialed us by mistake, we'd explain the mix-up to them, and give them the correct phone numbers. You'd be surprised at how many stayed on the line to inquire about our business, and commended us for taking the time to address their needs.

Even if it's not your job, help the customer if you can. If you can't, find the person who can, and connect the customer to that person.

4

Stand by what you say

Most firm's marketing materials say something like, “We provide excellent service.” Because who would buy from some-

one who said, “We deliver so-so service?” But many firms don't follow through on their marketing message. You absolutely must impress upon everyone in your firm from the owner to everyone employed there that you exist because of your customers. They are not an interruption, a hindrance or an irritation; they are your lifeblood.

5

Follow up, follow up, follow up!

Make sure your customers get their problems solved. If you refer them to another person, give them customer your phone number and extension—even your home number if necessary—so they can contact you again if their needs are not met. You might even want to follow up the next day with the customer just to make sure the problem was taken care of. Be available, be vigilant and be thorough.

6

Go that extra mile

At times, personal sacrifices must be made to go that extra mile for a client, but it is always the right thing to do. Once we had to use a personal calling card to make calls from a truck stop in the middle of nowhere to Brazil's version of UPS—just to track a client's delivery. Going that extra mile for your client may mean a few late nights, and it can cut in to your free time. But, as Michael LeBoeuf, an American writer said, “Every company's greatest assets are its customers, because without customers, there is no company.” With a firm commitment to this philosophy, you will be able to build long-term, successful relationships with virtually all of your customers.

7

Know when to say when

In rare cases, a customer may begin to take advantage of your goodwill, demanding concessions that are too costly to bear. At that point, you'll have to make a decision. Your best option may be to graciously refer them to someone else.

We deliver hoop-jumping, hurdle-leaping customer service. You should too. Good service makes for incredibly loyal clients. Because there are many qualified companies offering unique and exceptional services and/or products, clients will choose you if they know you always come through, and you treat them as if they're special. But if you slip up, your competitors will happily step in. Don't give them that opportunity.