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Product Details

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More Product Pictures



5

Customer Satisfaction

Your own understanding of the importance of customer satisfaction will be far greater if every one of your employees remains moved in the Dark Ages. Every employee should be made aware of the importance of fixing the customer's problem. If you've been in business for a while, you've already seen your share of cases where the customer's problem was resolved, but the customer was still unhappy. The most common cause of this potentially fatal mistake is employees (or owners) who have allowed themselves to become isolated from the customer's concerns. It's up to you to make certain that all of your employees understand that the ultimate goal of your combined efforts is a satisfied customer, not just a sale.

8 Don't overlook your employees as a source of ideas to improve your operation.

No one is closer to your customers and their opinions than your own employees. Acknowledgment and respect from employees. Workers who are respected by their bosses contribute to the success of the business. If you

You treat the important

...begins the story...
...between the phone...
...in understanding the...
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...always answered...
...one or four times...
...for herself by nam...
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...a commercial survey...
...giving a customer on hold for...
...of the most certain ways to alienate...
...If you can't find the information you need within a minute or...
...the customer back. And always, ALWAYS, ca...
...the customer back when you have promised to do so. Even if you...
...haven't been able to find all the information you need, don't force...
...the customer to wait for a call that never comes.





5 Train every employee to be an important member of the Customer Satisfaction Team.

Your own understanding of the importance of customer satisfaction will be the first step if even one of your employees remains indifferent in the Dark Ages. Every employee should be made aware (and be continuously reminded) that "fixing" the customer is just as important as fixing the customer's problem. The most common cause of this potentially fatal malady is employees (or here) who have allowed themselves to become isolated from the customer's concerns. It is your ultimate goal of your combined efforts is a satisfied customer who will be the first to buy from you again.

7 Make sure that you treat the telephone as an important business tool.

Your customer experience with your store begins the exact moment that one of your employees answers the phone. Make sure that your telephone is always answered and respect the time that everyone identifies himself or herself by name. Never allow it to ring more than three or four times. Have a customer on hold for more than a minute or two and you are sure to lose the customer. And always, ALWAYS, call the customer back when you have promised to do so. Even if you haven't been able to find all the information you need, don't leave the customer to wait for a call that never comes.

8 Don't overlook your employees as a source of ideas to improve your operation.

No one is closer to your customers and their operations than your own employees. Acknowledgment and recognition are the most powerful tools for gaining suggestions and improvements from employees. Think of the ideas that your employees are contributing to your business as the more ideas you make, the more ideas you have to choose from. If you are a small independent business, you don't need a formal suggestion program. Just make it a habit to ask your employees for ideas. The power to that you can use to improve your business is yours. Make suggestions to that you can use to improve your business.

6 Don't make a mistake, own it.

are found only in newspapers and all others. You and your family's a customer, or that



Product display



Candle Holder



Glass Tumbler



Glass Jar



Double Wall Glass



Wine Glass



Glass Bowl



Perfume Bottle



Glass Bottle



Whisky Glass







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