

Elating Customers – Dennis Rosen

Overview

Customer satisfaction is insufficient to build your business. Satisfaction simply means customers consider your business an option. Even “loyal” customers are often only loyal until a better deal comes along. You want devoted customers who stick with your business and tell others about you. This requires going beyond simple satisfaction to elating the customer. In this session, we explore how to do this. We look at both physical and emotional needs that affect customer perception of service. After breaking customer service down into its major components, we discuss how to determine actions that will have the greatest effect on perception of service. We review how to adapt to different customer personalities or moods and how to map the service process to enhance performance and customer response. These principles and actions also apply to working with internal customers, others in the firm who are dependent upon your performance.

Course Topics

- Stretching the concept of customer service. It requires more than you think.
- How to get beyond simple satisfaction to elating the customer through needs analysis.
- Reality doesn't matter. The importance of understanding customer perception.
 - Why our perceptions differ from those of the customer. How to avoid problems this causes.
 - Five dimensions of service perception.
 - The effect of personality on perception of service. How to adapt.
 - The effect of mood on perception of service. How to adapt.
- Why we may need to break with tradition to develop devoted customers.
- Prioritizing service activities. Choosing where to start to have the greatest benefit.
- Non-personal interaction. Avoiding phone and e-mail perils.
- Dealing with waits. Five ways to shorten them for the customer.
- How to turn low-valued, low-cost activities into activities that are highly valued by the customer.
- When the customer wants more, is he/she worth it?
- Are you managing expectations? Here's how.
- Using a service blueprint to improve the service process.