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## Customer Service

**“The customer may not always be right but proving them wrong is always wrong”**

Customer service is the ability of an organisation to provide levels of service that are **consistent, constant** and **directed** towards the customer.

**Exceptional** customer service is the ability to **maximise our efforts across the organisation to exceed the expectations of our customers** (either internal or external customers).

**Why** is this important? It costs five times as much to attract and gain a new customer as it does to look after an existing customer.

### What types of customer service have I experienced?

My <b>OWN</b> experiences of <b>excellent</b> customer service	My <b>OWN</b> experiences of <b>poor</b> customer service
<ol style="list-style-type: none"><li>1. The company/ organisation I was dealing with:</li><li>2. How I was greeted?</li><li>3. How promptly was I attended to</li><li>4. How do I think I was regarded by the person serving me?</li><li>5. What effect did the way you were served have on how you personally felt at the time?</li><li>6. Did you get what you wanted from the transaction?</li><li>7. Has the experience affected your subsequent dealings with that company/organisation?</li><li>8. What gives a company a good name?</li></ol>	<ol style="list-style-type: none"><li>1. The company/ organisation I was dealing with:</li><li>2. How I was greeted?</li><li>3. How promptly was I attended to?</li><li>4. How do I think I was regarded by the person serving me?</li><li>5. What effect did the way you were served have on how you personally felt at the time?</li><li>6. Did you get what you wanted from the transaction?</li><li>7. Has the experience affected your subsequent dealings with that company/organisation?</li><li>8. What gives a company a bad name?</li></ol>

## **Nine critical facts on customer retention**

- One Only 4% of customers complain, which means that a business may never hear from the 96% of its customers and 91% of customers feel that complaining will not do them any good
- Two One in five dissatisfied customers will tell 20 others about their problem
- Three Satisfied customers, or customers who have had their complaints resolved, will tell between 3 and 5 people about their positive experience
- Four It takes 12 positive experiences to amend a negative one
- Five It costs 5-6 times more to attract new customers than to keep old ones.  
Additionally, customer-loyalty and the lifetime value of a customer can be worth up to 10 times as much as a single purchase
- Six Businesses which provide superior service can charge more, realise greater profits increase their Market share, and have customers willing to pay more for their products simply because of good service  
A business can gain an average of 6% a year market share by providing good service
- Seven The lifetime value of a customer or the amount of purchases that a customer would make over a ten year period, is worth more than the cost of returning their purchase price for one item
- Eight Customer service is governed by the rule of tens  
If it costs £10,000 to get a new customer, it takes 10 seconds to loose them
- Nine 68% of customers stop doing business with an organisation because they are upset with the treatment they have received

Extracts from the book **Keeping Customers for Life** by **Richard Garson**

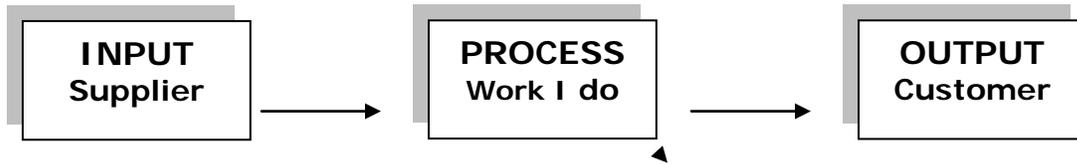
### **Internal Customers (Our Colleagues)**

#### **Definition**

Everybody (yes, everybody) in an organisation either directly serves customers or helps colleagues (your internal customers) who form a chain of customer service within the organisation. At some point the internal chain comes directly into contact with the external customers who buy the goods or services your organisation provides.

Everything works well provided that everyone pulls in the same direction, but it's bad news if "us and them" barriers start to develop.

A supplier (input) is anyone from whom I receive information or resources in order to do my job. A customer is anyone who receives or uses information or resources from the output I create.



#### **Mapping your Internal Network**

Your internal network is the people you are **connected to by the work you do**.

Various things get passed on to you e.g. information, work tasks, queries and in turn you pass various things onto others in the chain.

Using the worksheet write the names of the people you actually deal with.

<b>Who are my customers?</b>	<b>What do they require of me?</b>