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Keeping the Customers You've Got

KAIZEE Newsletter #2, January 14, 2009

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Quote of the Month

By John Tschohl, Ca\$hing In

It is far easier to create a positive impression than it is to erase a negative one.

Spotlight

By Rony Klayani



The past couple of weeks have brought me one bad customer experience after another. The worst was when I decided to visit with my wife and four of our friends a five stars hotel café-restaurant (a well known worldwide franchise) in Doha, Qatar. When I first entered, I was shocked by the wonderful and luxurious decoration, warm ambiance, perfect lighting, and attractive music...But all that attraction vanished with their bad service...

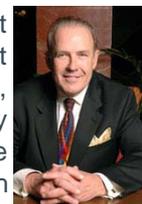
In the midst of a global recession you would think businesses would make customer happiness a priority. But did this well known franchise cared about their customer retention or even their input to help them deliver quality service?

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Don't Hire Employees Who Don't Like People

By John Tschohl

If there is one thing a company can do to help ensure that it will attract and keep customers, it is this: Hire the right people. While that might sound like a rather simple solution, it isn't. The hiring process is crucial to the success of any organization and should be handled with great care. In the case of employees who will be dealing directly with customers, the hiring process is especially important.



At one time or another, most of us have had contact with employees who clearly do not enjoy dealing with people. They don't make eye contact, they don't smile, they aren't helpful, and they send the message that they wish you would just go away. That's bad for you, as a customer, and even worse for the company that hires them.

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The Seven Slight Edges To Keeping The Customers You've Got

By Mark Isaac



I have witnessed that the difference between delivering poor customer service and great customer service lies in what I call, "The Seven Slight Edges." You've heard that phrase before, slight edge, it's the seemingly little things that make a big difference in your chances to keep the customers you've got. In this newsletter I would like to give you an overview of the "Seven Slight Edges".

The first of "The Seven Slight Edges" is **Big Picture Thinking**. I have worked with companies and asked them, "Why do you think delivering great service is so important?" The companies that fail at delivering great service say things like, "Well, it's our job." Or "It's in our mission statement." Or "Because if we don't we'll have angry customers." These are answers that lack vision. They have no real idea why they should deliver great service.

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