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Keeping the Customers You've Got

KAIZEE Newsletter #3, February 14, 2010

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Quote of the Month

By John Tschohl

We need to delight or wow the customer. Service recovery builds customer loyalty and helps you keep customers.

Spotlight

By Rony Klayani



Someone once said, "99% customer satisfaction is meaningless when your customer is in that lone 1%."

We always talk about making NO MISTAKES! But, is that realistic? I don't think so. "No mistakes" is a goal. Making mistakes is part of our life and we have to learn from. It is how the mistake is handled that makes the difference. Not only we have to fix our mistake, but we should also give our customer a renewed confidence to continue doing business with us. It is all about "Service Recovery."

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How to Recover from a Bad Customer Service Experience

By John Tschohl

"If you want to increase sales, grow a loyal customer base that is the envy of your competitors, and provide service that is worth thousands of dollars in advertising and marketing, you must make a commitment to solving your customer's problems-and to doing so quickly."



So says John Tschohl, founder and president of the Service Quality Institute in Minneapolis, Minnesota, which develops and delivers customer service training programs throughout the world, and author of

several books on customer service, including Loyal For Life. "Every company, no matter how excellent its products or employees, occasionally makes a mistake," he says. "How those companies and their employees respond to their mistakes, however, is what separates successful, customer-service driven organizations from the rest of the pack. Service recovery is the key."

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Margaritas or Lemonade?

By Gregory P. Smith



The arched gateway of La Hacienda Del Mar Beach Resort greeted our arrival. The doorman took our baggage and asked one profound question: "Would you like margaritas or lemonade?" After traveling on a plane for eight hours and 45 minutes, small details become magical.

If you own or manage a customer service business, the recipe for exceptional service boils down to the small details. Some of those details may be as simple as friendly employees, clean bathrooms, or something that adds value to the customer experience. When designing your customer service plan, consider what small details you can provide making your place of business stand out in the hearts and minds of your customers. Consider the following.

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