

Top 10 Tips – To Deliver Customer Excellence

Supplied by: *Beyond Theory business training & coaching*



Top 10 Tips for.....

If you're looking to grow your business then delivering a great customer experience is essential:

- 1. Create a brand that articulates the values of your company** in a way that your customers can appreciate. Look to promote your unique selling point ensuring that the benefits of your products and services are clear.
- 2. Develop a promise that excites your customers** – and one that your company can confidently deliver in a consistent way. Customer experience is at every touch point where your customers interact with your company.
- 3. Recruit your employees on attitude.** You can train for skill but will counts for everything. Nurture your talent so they become advocates for your company.
- 4. Review all your processes and systems** – are they easy to use and customer focused? Map these and make sure you have a defined customer experience to determine your standards of customer service.
- 5. Ensure all employees are well trained** in product knowledge and processes. Equip them with the skills they need to meet and exceed customer expectations. Observe, provide feedback and coach on their performance.
- 6. Recognise and reward your employees** for the customer behaviours that you and your customers are expecting. Increased levels of employee engagement are proven to increase levels of customer engagement.
- 7. Create a culture where customer complaints are valued.** Listen to them and treat them as learning points. Log all complaints and look for trends.
- 8. Always be consistent in everything you do** – the only variation in customer service should be when you and your employees exceed your customers' expectations. .
- 9. Measure your customer feedback** and look for trends. Avoid 'over surveying', so use your feedback mechanisms intelligently and link them to the other company data that you have.
- 10. Make things as easy as you can for your customers.** These days people are choice rich yet time poor. Most customers don't complain – they just never return.

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