

# ***CAN I HAVE A SIDE ORDER OF SERVICE WITH THAT?***

***Creating Dazzling Customer Service***



## ***CUSTOMER SERVICE PRINCIPLES***

- 1. Customer service is everybody's job.**  
*If you have anything to do with the final product or service, it's your job.*
- 2. Most unhappy customers don't tell you, they just go away.**  
*But they do tell eight other people about the bad experience.*
- 3. Customer service is an attitude. It is not a department or a complaints desk or a help line. It is a human thing.**
- 4. The bar is constantly being raised. Everyone expects more.**  
*What is extraordinary service today is expected service tomorrow.*
- 5. Customer satisfaction levels are dynamic, they are not static.**  
*Just because they're happy now, doesn't mean they'll always be happy. And just because they're dissatisfied now, doesn't mean you can't get them back.*
- 6. There are no longer just satisfied and unsatisfied customers.**  
*The goal is to move customers into a higher category so they become an advocate.*

***Remember...***

***Credibility.*** *The truth. The whole truth. Nothing but the truth.*  
*Don't promise what you can't deliver. Lose trust and you lose the customer. Customers remember.*

***Autopilot.*** *There are great dangers of operating unconsciously.*  
*If "that's the way we've always done it" is your stock answer, you're in big trouble. Customize.*

***Responsiveness.*** *Are you willing to help and how quickly do you?*  
*Be prompt. Make eye contact. Be sincere. Sounds simple, but most of the time it doesn't happen.*

***Experience.*** *The consequence is what causes behavior to reoccur.*  
*Even satisfied customers will do business elsewhere if it is "more fun". Sad, but a fact of business.*



Mark@MarkMayfield.com  
816-532-8702  
www.markmayfield.com

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