

Illawarra Small Business Assistance

HELPFUL HINT – BUILDING BUSINESS THROUGH EXCEPTIONAL CUSTOMER SERVICE

Can you gain a competitive advantage by differentiating your business based on the customer service you offer?

Quite often it can be really difficult for small business to compete on price and consequently there is a need to focus efforts using cost and differentiation strategies.

Because of its flexibility, small business has the opportunity to provide highly personalized customer relations and service and to build business success by being *“famous”*.

Making your business *“famous”* for the level and standard of customer service provided is one proven way of setting yourself apart from the competition.

F A M O U S

F_{ocus}

- Develop a complete focus throughout the business centred on delivering legendary responses to customer needs
- Businesses that emphasise customer service see 12 times the return on sales as those that put a low priority on service.
- Put your focus on developing LCV – “lifetime customer value”
- Remember that customer satisfaction does not equal loyalty.

A_{ttitude}

- Cultivate an obsession of delivering exceptional service.
- Make sure every member of your team is committed (a chain is as strong as its weakest link) – you can’t afford to have staff with the wrong attitude – those that don’t like serving customers
- Be committed and lead from the top down, drawing the bottom up.
- Create a culture which can be seen and almost touched by the customer.
- Do what you say you will do

M eet, Greet, Welcome and say “Thank You”

- No matter how busy you are, customers are why you’re in business
- Adopt a highly personable approach and use names wherever possible
- People rarely go into shops just to look
- More than two-thirds of customers who don’t come back do so because they perceive indifference towards them.

O vercome problems & complaints

- Provide solutions and good feelings by looking at every complaint as an opportunity to overcome them quickly. Don’t haggle over minor points
- A dissatisfied customer is an unhealthy referral agent for your business – if they get good service they tell 3, if the experience is poor, they tell 12.
- Many customers stop doing business because their needs are not attended to promptly and concerns and complaints get swept under the carpet.
- But a very high percentage will return if their problems are resolved quickly and efficiently.
- It costs 5 to 10 times more to get a new customer

U SP – gain “Share of Mind”

- Identify what you do differently or better than your competitors and develop a strong image and service focus about these strengths.

Special, extra

- Exceed your customers’ expectations
- Do something unexpected, provide that “little extra”– show that you really care
- Satisfied clients are great ambassadors
- Repeat customers are vital to the growth of your business
- Be conscious that it may be the few little extras that you provide in your level of customer service which sets you apart from your competitors.

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