



Aim for the Heart

Do your customers feel the love?

Not the ho-hum, check-the-"satisfied"-box-on-the-survey kind of love. We're talking about the kind of warm-and-fuzzies that inspire spontaneous thank you letters. If your customers aren't head-over-heels gaga about you, then you've got work to do, says Jeanne Bliss, author of *Chief Customer Officer: Getting Past Lip Service to Passionate Action*. She offers these quick tips for getting your customer to love you.

Eliminate the customer obstacle course. Who does the customer call? Sales? Operations? Customer service? It is in these handoffs that customers failures occur. Make it clear how customers can do business with you in a way that's actually beneficial to *them*.

Fix the problems. Customers have told us how we can improve, but we haven't acted on the information. They read this lack of action as a lack of respect. Don't talk a good game: address the top 10 issues bugging customers.

Deliver what you promise. From missed deliveries to unwieldy warranty claims, customers are annoyed and aggravated - and they're telling everyone they know.

When you make a mistake, right the wrong. If you've got egg on your face, admit it. Then right the wrong. There's nothing more frustrating to customers than a company that won't admit it faltered.

Work to believe. Very little respect remains after a customer is put through the third degree when they need to return a product, put in a claim or use the warranty service. Suspend the cynicism and work to believe your customers. Most are going to honestly relay what is happening to them with your product or service.

SHOPPER RECALL



Occasionally clients have a question about a particular shopping report (e.g. need more detail). If this ever happens to you, please contact us as quickly as possible after the shop is done. The sooner we contact the shopper, the more likely they will be able to recall the details.

Upcoming Seminars & Conferences

- Annual conference of Marketing Research Association - San Francisco. June 6th—8th. Details at: www.mra-net.org
- Knock-Your-Socks-Off Customer Service seminar. Various venues in July & August. Details at: www.NationalSeminarsTraining.com or 1-800-258-7246.
- Annual Shopper Insights in Action event - Chicago July 11th - 13th. Details at: iirusa.com or 1-888-670-8200

TOP 10 TIME WASTERS

What prevents you from accomplishing what is most important? Here are 10 commonly cited hindrances to productivity.

1. **Procrastination and excuses**
2. **Running errands and traveling**
3. **Rushing**
4. **Telephone, mail and email**
5. **Paperwork, reports and memos**
6. **Meetings**
7. **Computers and the Internet**
8. **Planning and decision making**
9. **Entertainment, television and radio**
10. **Just saying yes**

Arthur A. Hawkins II, author of *Time Tacics Survival Guide*