



June 2013 Client Newsletter

Dear Judi,

Since our primary mission is to help you measure and improve customer service (and thereby grow your business), we love to send you various theories about making you customers feel valued - even loved. Read on....

Judi

The 6 Best Words in Customer Service

Two comedians can tell the exact same joke, with the same timing, and one will have people rolling in the aisles while the other will get blank stares and an awkward golf clap. The joke itself may not even be funny, but the difference can come down to a single word choice. The same can be said for customer service -- the delivery often determines the reaction.

Of course, what you do is more important than what you say. But whether it's good news, bad news, or simply passing on information, your choice of words will have a significant effect on the way the customer hears what you're saying, and consequently the way she feels about it and reacts to it.

The goal, of course, is to make the customer as happy as possible with the service experience, even if the outcome isn't exactly as she had hoped for. It is, in fact, possible for a customer to have a positive feeling about a company even if she doesn't get what she wants. And that is where words make a big difference:

- **People respond positively to words that are active rather than passive.**

There is a world of difference between "I can" and "I will."

- **Words of genuine compassion and empathy** suggest that you are not just carrying the company line or reading from a memo.

- **Delivering those words in a cheerful, upbeat, and most importantly, natural manner** (appropriate to the circumstances, of course) suggests one human being's desire to help another, not just an equivocal, noncommittal suggestion that something "may" be possible.

For complete article, [click here](#)

By Michael Hess
Moneywatch

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It's a well-known fact that no business can exist without customers. What follows is a selection of tips that will make your clients feel valued, wanted and loved.

1. Encourage Face-to-Face Dealings
2. Respond to Messages Promptly & Keep Your Clients Informed
3. Be Friendly and Approachable
4. Have a Clearly-Defined Customer Service Policy
5. Attention to Detail (also known as 'The Little Niceties')
6. Anticipate Your Client's Needs & go Out Of Your Way to Help Them Out
7. Honor Your Promises

Conclusion

Customer service, like any aspect of business, is a practiced art that takes time and effort to master. All you need to do to achieve this is to stop and switch roles with the customer. What would you want from your business if you were the client? How would you want to be treated? Treat your customers like your friends and they'll always come back.

For complete article, [click here](#)

By Adrian Thompson

Are You Delighting Your Customers?

The growth in our industry is just mind-boggling when you think about it. According to the NRF, you and I now spend 49 cents of every food dollar on dining out. And that has translated into huge growth in the restaurant sector, nearly doubling in size since 2000. That should make us all feel great -- except when you peel back the covers and see some less rosy numbers. Take a look.

Market Force just completed its annual survey of consumers to track industry trends, favorite chains and what consumers like or dislike. One of the sections I found most fascinating were the questions around new restaurant trial. The good news: New trial increased a whopping 59 percent over last year, growing from 17 percent of consumers trying a new restaurant in the 30 days they were surveyed up to 27 percent this year. The not so good news: Of those that tried a new restaurant, less than four in 10 were delighted. That means all that money that restaurants spent promoting themselves to get people through their doors, all the time invested hiring and training new people, and all that opportunity to sell more when they were there, were essentially wasted. Customers came in, but there's a good chance they won't come back.

Brands work so hard to get things right, but if they don't invest in the table stakes - measuring operational excellence (mystery shopping, internal audits), getting customer feedback (customer surveys, monitoring social media, supporting an effective call center), and training on what matters most to customers, so much of that effort is wasted.

What would your business be like if nine out of 10 of those customers were truly delighted?

For complete article, [click here](#)

By Janet Eden-Harris

Win Customers - 7 Small Gestures

1. Notice what's important
2. Be a guide
3. Start the morning right
4. Empower the unexpected
5. Don't just pass by
6. Communicate price clearly
7. Leave them with a lasting memory

For complete article, [click here](#)

By: Paul Spiegelman

Upcoming Events:

IIR "Shopper Insights in Action" Conference- July 15-17 in Chicago. For more info, [click here](#)

The Merlien Institute "Market Research in the Mobile World North America Conference - July 16-18 in Minneapolis. For more info, [click here](#)

The International Quality and Productivity Center "Customer Intelligence from Satisfaction to Sales" conference July 22-24 in San Diego. For more info, [click here](#)

Burke Customer Satisfaction and Loyalty Research Seminar - July 30 - Aug 1 in San Francisco. For more info, [click here](#)

The Southwest Chapter of the Marketing Research Association educational forum on Aug 8-9 in Denver. For more info, [click here](#)

Burke Market Segmentation and Positioning Research Seminar - Sept 17-19 in Chicago. For more info, [click here](#)

The International Quality and Productivity Center "Big Data Exchange" conference - Sept 22-24 in San Francisco. For more info, [click here](#)

ESOMAR Annual Congress - Sept 22-25 in Istanbul. For more info, [click here](#)

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