



November 2013 Client Newsletter

Dear Judi,

Since overall poor quality service is the main reason for customer turnover, I continue to share with you some readings about positive and negative service hot buttons.

Judi

Looking For Ways To Lose Business? Here Are 7 Ways To Do It.

A good retail business owner knows that the customers are smarter than he is, right? Knowing what your customers want and need is key to retaining them. As customers, we all know what makes for bad customer service, right? We don't have to run a store to be that smart. [Here are the seven sure-fire ways](#) to keep customers from coming back:

- 1) Rudeness. You can't do it.
- 2) Broken pledges. If you promise something, deliver. You need to develop the customer's trust.
- 3) Arguments. That old adage about the customer always being right is, well, right.
- 4) Indifference: All your employees and you must be sure to care about your customer's problems, even if you have to fake it.
- 5) Impatience: A customer's request is the reason you're in business. Go out of your way to help.
- 6) Misinformation: Make sure you know the right answer to a customer's question before giving a bad one.
- 7) Gloom and doom: A grumpy negative attitude will scare a customer away. In person and on the phone, an employee has to be smiling. Always.

A mystery shopping company such as Customer Perspectives can help determine if any of these seven sins are occurring at your business.

Reverse Customer Service Strategy

I recently had a fascinating experience with my cellphone service provider that was a great example of reverse customer service. And it went a little something

In This Issue

[Looking For Ways To Lose Business?](#)

[Reverse Customer Service Strategy](#)

[Bad Customer Service Irks Most US Shoppers](#)

[Survey Thank You](#)

[Upcoming Events](#)

like this. . .

My children and I started experiencing call and text interruptions over a couple of days. These breaks in service were happening in my house. We've had this service for many years and have never had a problem like this.

Over a two day period I texted, visited and called the provider about this situation. Apparently they were working on a tower in my area and this was causing the problem. I mentioned to several people what I thought was a common sense customer service tactic that would have helped:

"Since you have all of our cell numbers, why not text us when you are going to be working on a tower? Then we'd know what was going on in the event we had reception issues."

No one I spoke with thought it was a good idea. Frankly, I don't think they understood what I was trying to tell them.

Guess what happened a day later?

I received a text message telling me I'd be receiving a text survey about the customer service I received.

Seriously?

They could use the text messaging feature to find out how my experience was with their customer service department but they couldn't use it to keep me informed about the use of the product I was paying them for?

We can learn a lot from this experience.

For complete article, [click here](#).

By Diane Helbig

Bad Customer Service Irks Most US Shoppers

Americans are fed up with bad customer service, with 64 percent walking out of stores due to poor assistance and 67 percent hanging up on a call before their problems are even addressed, according to a new survey.

The most annoying gripe is not being able to get a person on the phone, followed by rude salespeople, according to findings from a Consumer Reports survey issued on Tuesday.

For a graphic showing shoppers' biggest customer service complaints, [click here](#):

The findings are based on a phone survey of 1,010 adults conducted in March. The margin of error was plus or minus 3 percentage points at a 95 percent confidence level.

For complete article, [click here](#).

By Jessica Wohl

Some of you recently received a brief customer service survey from us. To those who responded, we thank you for your time (and the many nice comments). For those that haven't yet had a chance to respond, we are hoping to hear from you in the next few weeks so that we may print the results in our December newsletter.

Upcoming Events:

The Conference Board - "**The Transformative Customer Experience**" conference on March 27-28 in New York City For complete info, [click here](#).

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