



November 2015 Client Newsletter

Dear Judi,

The key to success, in any endeavor, is to keep it simple and do it well. This is especially true for your sales and marketing team. Because:

- Our **beliefs** drive our **emotions**
- Our **emotions** drive our **behaviors**
- Our **behaviors** produce our **results** and
- Our **results** reinforce our **beliefs**

The basic customer service precepts in the article below will help your team as they strive for service excellence!

A wonderful Thanksgiving to all of you.

Judi

The 4 Basic Behaviors of Service Excellence

Rule 1: Believe that great customer experience is your product: This is what produces success (NOT your product).

Rule 2: Know that emotions drive behavior: **What emotions do you want your customers to have in order to be loyal to you? What emotions do you want your staff to have to be engaged and motivated by you?**

Rule 3: What behaviors are realistic, consistent and sustainable: Consistency is more important than occasional excellence (as McDonalds have proven so well!), **so constantly seek to improve behaviors and consistency little by little, every day and every week.**

Rule 4: Measure your results as well as your profits: **The results you need to measure are your customers' opinion of you,** because this will determine your future success.

So: Learn and inwardly digest these 4 basic behaviors of experience excellence. Train them to your people and constantly ask them for their opinion.

Sales through Service

A Complaint is a Compliment

A complaint is a compliment. What do we mean by this? Surely a complaint is a bad thing because it means that the customer is unhappy about something.

Well, of course it's usually better to have happy customers than unhappy ones, but, who are you kidding? You can't get it right all the time, no matter how great your business and systems. And the person who will notice when you've made a mistake before anyone else is the customer.

Yet all research shows that the customer very often doesn't tell the organization, so most organizations are supremely ignorant to the customers experience and all the small moments of truth that really matter to the customer when they are not getting it right, which are needed in order to deliver consistent and continually improving customer reputation and loyalty.

So, when the customer complains, they are really doing you a massive favor:

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

Sales through Service

More killer phrases that would turn off customer:

- Put it in writing
- It's not in the budget
- We're not big enough for that
- It's against our policy
- It needs further study

Upcoming Events

The Incite Group's **Content Marketing Summit** will be held on Nov 16-17 in Chicago. For more information, [click here.](#)

IQPC's **Market Research and Consumer Insights Exchange** takes place on Dec 6-8 in Coronado, CA. For complete information, [click here.](#)

The Conference Board will hold its **Customer Insights Seminar** on Dec 9-1 in New York. For more information, [click here.](#)

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