



Building Customer Loyalty Through Superior Customer Service

Customer service is all about meeting customer needs. After all, customers are the lifeline of a business. Loyal customers can save you money, help grow your company, and positively impact your brand.

When was the last time you thought about your customer's experience? 80% of companies claim to provide "superior" customer service. Yet, only 8% of people think those same companies actually deliver "superior" service.

Making the Customer Feel Heard

"Superior" customer service doesn't always mean giving customers what they want. Good customer service makes customers feel heard. Customers will have a negative experience if a customer service representative is rude and not paying attention. Or, if they try to sell unwanted products or cite company policy as a reason they can't help. Every company has policies - the important thing is how you communicate them to customers.

Make It Right

Zappos CEO Tony Hsieh says, "Customer service shouldn't just be a department, it should be the entire company." Hsieh has created a culture in his organization that supports customer service. Zappos empowers its employees to do what it takes to make it right for the customer. Employees often include special gifts or freebies in customer orders. When there are problems employees go beyond just solving them. They make the customer feel valued by the language they use, and those special gifts add a "wow" factor to the experience.

Zappos knows that with that kind of customer-centric experience, people will want to recommend the brand to their friends. The company's culture acknowledges that customers drive profit so they put customers before profits.

Individuals CAN Make a Difference

What if your organization doesn't have customer-friendly policies? Individuals can make customers feel heard by being empathetic and sincere. Each customer has a unique problem. Look at each customer situation with fresh eyes and listen to customer concerns. Treat customers how you would want to be treated.

Customer Service MAGIC

Managers and executives need to be customer service champions in their organizations. They can create a culture that supports customer service. Start by finding out who your customers are and what they want. Make sure your company policies empower front-line employees to resolve customer issues. The MAGIC Model of Customer Service can help guide you in creating a superior experience for your customers.

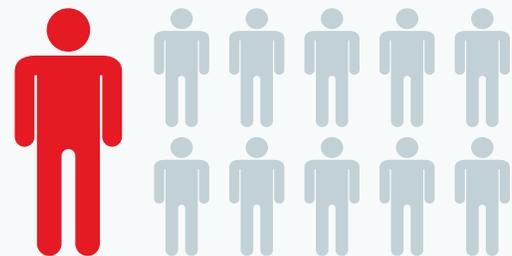
- M** **Make a great first impression.** Make sure you create a friendly, welcoming environment for customers.
- A** **Ask questions.** Find out what your customers REALLY want. Listen and try to understand from the customer's point of view.
- G** **Go above and beyond.** Don't just resolve the customer's issue. Think about how you can do more than meet their need. How can you "wow" them?
- I** **Invest time.** When things go wrong and you can't meet the customer's need, take the time to ask questions and listen to their concerns.
- C** **Close with sincerity.** A simple "thank you" goes a long way. Make sure you leave the customer with a positive impression.

Customers are the lifeline of a business. How do you ensure they have the best possible experience with your company?

5-20% Probability of selling to a **new customer**

60-70% Probability of selling to an **existing customer**

It's **6-7 times** more expensive to acquire a **new customer** than it is to keep a **current one**.



Loyal customers are worth up to **ten times** as much as their first purchase.

Source: <http://www.helpscout.net/75-customer-service-facts-quotes-statistics>

Learn more about how you can build customer loyalty through customer experience.

UofL Professional Development offers a one-day seminar, Customer Service MAGIC.

Visit louisville.edu/professionaldevelopment or call **502.852.4620** for additional information.