

# Satisfied vs Enthusiastic Customers

What are the characteristics of satisfied customers?

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*“Satisfaction is the lowest rung on the ladder.”*  
Jeffrey Gitomer



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*“Customer Satisfaction is Useless; Customer Loyalty is Priceless.”*

What are the characteristics of Loyal customers?

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# What Is Customer Service?

## What is Good Customer Service Quality?

- ✚ Understanding, \_\_\_\_\_, and delivering customer "needs and satisfaction".
- ✚ Anticipating \_\_\_\_\_.
- ✚ Working toward \_\_\_\_\_.
- ✚ High service quality can only be attained by having \_\_\_\_\_ look at what they do \_\_\_\_\_.

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IF 99.9% IS GOOD ENOUGH...

- 22,000 cheques will be deducted from the wrong bank account in the next 60 minutes.
- 1,314 phone calls will be misplaced by telecommunication services every minute.
- 12 babies will be given to the wrong parents each day.
- 268,500 defective tires will be shipped each day.
- 20,000 incorrect drug prescriptions will be written in the next 12 months.

Harvard Business Review

# Why Customer Service? What's in it for me?

-  Customer Acquisition & Retention
-  T.A.R.P. Institute Study
-  Revenue Growth

The Ripple Effect of one customer who lost over \$100 and didn't bother to complain.

Original customer who won't return \_\_\_\_\_

Potential customers not gained \_\_\_\_\_

Potential customers lost \_\_\_\_\_

What do you have to expend in the way of time, effort and money to find \_\_\_\_\_ new customers?

# Why Do Customers Quit Doing Business With You?

\_\_\_\_\_ Die

\_\_\_\_\_ Move Away

\_\_\_\_\_ Influenced by friends

\_\_\_\_\_ Lured away by the competition

\_\_\_\_\_ Dissatisfied with the product

\_\_\_\_\_ Left because of an "attitude of indifference" by company employees



# Developing Standards

## Identify Your Customers Expectations

Name 5 companies that make you say “WOW!” when you deal with them personally.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Use these companies to set your standards