

Press release for immediate release

30 November 2009

Chamber calls on businesses to lift customer service standards

“Local businesses are up to the challenge” Dot Kettle, Chief Executive of the Nelson Tasman Chamber of Commerce said today in response to the Nelson Centre of Service Excellence Staff Recognition Programme.

“Recognising excellence in customer service is a great way to achieve the lift in overall service required. Recent research by the Centre of Service Excellence pointed to local dis-satisfaction in the level of service many customers experience.”

“The Nelson Tasman Chamber of Commerce believes that many businesses are delivering exceptional service every time and that is why we are backing this programme. The Chamber will be actively involved in recognizing those businesses and calls on all businesses to accept this challenge”.

“In the current tough economic climate only businesses that recognise they are in the ‘customer business’ will survive. Participating in this programme will help all businesses and all their staff stay focused on delivering exceptional service to every customer every time” said Dot Kettle.

The Chamber endorses the following Top Twelve Tips for Business Success (source: Dr Ian Brooks – Dr Ian Brooks was the key note speaker at the 2009 Nelson Mail Top Shop Awards)

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12 Top Tips for Business Success

1. Understand customers *are* your business.

Your profit and the money to run your business and pay your staff comes from your customers. Without them you have nothing.

2. Become a farmer not a hunter.

Your best customer is the one you’ve already got. Understand their lifetime value and aim to get all that business.

3. Focus on creating superior customer value.

Make sure the benefits your customers get from you are greater than the costs they pay.

4. Be fast and easy to do business with.

Time and effort are bigger costs to customers than the price.

5. Aim to create an inspirational customer experience.

Make sure your customers walk away so impressed with you they want to tell others how great you are.

6. Walk in your customers' shoes.

Ask yourself, if I was the customer what would I like to hear or see happen?"

7. Show you care.

Companies and people not caring is the biggest cause of bad customer experiences.

8. Have a can do, will do attitude.

Think of what you can do for your customers, not what you cannot do. Then do it!

9. Treat your customers politely and with respect.

Customers want to be greeted, hear please and thank you, and to be spoken to with respect.

10. Solve your customer's problems.

Customers want solutions, not explanations or excuses – just results.

11. Go the extra mile.

Delight your customers by looking for problems they would just love you to solve but cannot reasonably expect you will – and then solve them!

12. Learn from your customers.

They will tell you everything you need to know to succeed. Listen to what their compliments, complaints, questions and suggestions are telling you about your business.

ENDS