



HOW'S THIS FOR CUSTOMER SERVICE?

Once there was a cell phone company that had ever decreasing service, less bars and more and more dropped calls. In fact, it was getting so bad that even in highly populated business areas, you got no service.

There once was a small business owner who liked this company and wanted to stay with the service, but just could not keep having his calls dropped and having no service when it was critical he be in touch.

So what happened was this person went to a new vendor, one who had many bars in almost all areas and the least dropped calls.

So, the real question from a customer service standpoint is what did this vendor do to try and keep this customer? We all know that we need to be careful, it may only be one customer at a time, but after awhile, it may actually seem like a snowball rolling down the hill.

The answer is very simple; this vendor did nothing.

Did the company ask any of these questions?

1. **Why are you leaving?**

Yes they did; my answer: Poor connection service.

Their response: OK.

2. **How can we keep you as a customer?**

They did not ask.

3. **What if we did this for you?**

- New phones?
- 90 days to see if we get better, no long term commitment?
- Credit for service?
- Better plan?

They offered none of these.

So the bottom line was they didn't care. How about you, how would you have handled this with one of your customers?

Truth be told I did not want to stay, I had stayed a long time and was feed up, but you know, just like your customers, I would always have given then another chance had they ask.

Don't get into this situation with your customers in the first place.

Are you taking time to make sure that your service is up to what the customer is expecting? How many of us actually go out and ask these questions to all our customers on a regular basis? Not a survey, but a very simple call or stop by.

- How are we doing for you?
- What can we do better for you?
- Are you happy with us?
- Can we expect to keep your business?
- Is there anything else you want to share with us about our product/service?

Those 5 simple questions will keep the customer plus it will make the customer feel great.

Let's go back to our phone example (note: I had been a customer over 2 years with these people and was never ask any of these questions)

1. How are we doing for you?

You are great when there is service, but you drop too many calls and I cannot get service in these areas? Maybe a new phone would have helped.

2. What can we do better for you?

Keep me connected and get me connected in these areas.

3. Are you happy with us?

I am happy except when I drive here, here and here.

4. Can we expect to keep your business?

You have my business forever if you solve these problems.

5. Is there anything else you want to share?

Yes, thank you for taking time to ask and to communicate what is going on. I will stay for another 3 months and if you deliver I will stay longer.

Well, they did not ask these questions, but I hope you do. Instead, I got a collection notice because the bill, which I received less than 5 days before, was not paid. Guess you know I won't be doing business with them, and worst I will not be recommending them.

GREAT CUSTOMER SERVICE EXAMPLE:

My hat is off to The Honda Corporation. I love writing stories of great service.

Honda is right on top of their customers. I just had my car serviced, and they did a great job. Then they called me a couple of days later to make sure I was happy, I was. **Then**, the corporate office called to see if I was happy with the service.

Guess I will be telling this story to many.

Great Customer Service Honda! Hats off to Rossi Honda in Vineland, NJ and to The Honda Corporation. You win the Mannynowak.com award for this month.

What do you mean they aren't doing business with us anymore?

What happened? Listen as Manny talks you through this and other issues that effect your business every day in *The Manny Ways of Customer Service*. Available today on both CD and MP3 for only \$14.99. [Click Here](#).

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Don't miss Manny at the Bridgeton Chamber of Commerce on September 19th. Talking about motivation and how to take your life to the next level. Sept. 19th at Cohansey Country Club at Noon.

Also remember, any paid speaking events do get 100 free copies of one of Manny's books for distribution to the attendees. So, if you want to book him for your next event, contact us at Speaking@mannyowak.com

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