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"They Have a Choice"
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 CUSTOMER SERVICE



A Tip from Willa Decker
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 LEADERSHIP

Feature Article

Customer Service Barriers

by Peggy Morrow

Why is it that some companies are able to provide great customer service while others can't? Your employees can be polite and courteous to customers but no matter how hard they try, there is always something standing in the way of your customers receiving a positive impression of your services.

Do barriers exist that prevent your customers from feeling good about the services your company provides? Here are some of the barriers I have found to be present when I work with clients to improve their service.



1. You promise more than you can deliver.

I once worked with a medical firm that wanted all of their employees to wear buttons proclaiming, "We never say no." "But can you always say, "yes," to a patient or their family?" I enquired. "Well, no, sometimes we can't let them do something for government or health reasons," they replied. "Then don't promise it," I said. "It's a sure recipe for unhappy customers." Promise only what you are sure you can deliver.

2. Your service policies are too rigid.

You often see this come out in a company's return policy. They allow you to return it within three weeks, but not one day after three weeks. Have you ever been told, "It's our policy" when some service representative was unable to give you what you wanted? Didn't it just make your blood boil? Policies that are too rigid and don't allow for some variation depending on the circumstances will always get you in customer service hot water.

3. Not listening to your employees – the ones that deal with your customers.

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Who knows best what is working or not working as far as your customer service policies are concerned? Who knows where the breakdowns in service are occurring? Your frontline people of course. Develop a system to listen to them on a regular basis. One company I'm working with has a brief staff meeting once a week to discuss, "What's dumb, what needs to be different?" They have been able to eliminate many customer service barriers this way.

So what about your organization? Are stupid policies, rules and regulations standing in the way of delivering exceptional customer service? Why not call a meeting right now to find out what you need to change?

.....

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PEGGY MORROW, CSP

CUSTOMER SERVICE

They Have a Choice

Remember that your customers have more than one choice and your competition is aggressively marketing to them. Because of the Internet, they know what is being offered by others.



Be ahead of the curve by asking what you can do to add value to your customer's experience with you.



People are talking about Peggy....

"She works with a high energy level and creates an enthusiastic environment for the session. Participant feedback, both written and verbal was very positive."

Brooks. G. Franklin Jr., Agrico Chemical-Faustina Plant

ABOUT PEGGY MORROW:

For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.

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WILLA DECKER

HEALTH & WELLNESS

What is Your Destiny?

Your parents don't determine your destiny. Your gender does not determine your destiny. Your race doesn't determine your destiny. Your socioeconomic status doesn't determine your destiny. So...what is it that determines your destiny? How you perceive life makes the difference in your feelings, your actions and ultimately...your destiny.



People are talking about Willa....

"I cannot even begin to thank you enough for the motivating and inspiring presentation at the Texas Nurse Practitioner Foundation Valentine Gala. The crowd was about 50% "civilian" and EVERYBODY raved about you the entire evening (of course, we knew they would!). You have a special gift of knowing what to say to make us all feel better about ourselves and life in general."

Terry D., Texas Nurse Practitioner Foundation

ABOUT WILLA DECKER:

Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.

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DONNA FISHER, CSP

NETWORKING

Unique Marketing Ideas

One way to get people talking is to do something extraordinary! What can you do that would be surprisingly unexpected and positive? What can you do that is a new twist on an old idea? What can you do that will just naturally get people talking? It could be a community project, a new service, an in-house program.



Brainstorm with your staff to create new, unique ideas for marketing, selling and building your business. Be willing to be creative and do something extraordinary that gets people's attention.



People are talking about Donna....

"Thank you for always being on target with a dynamic presentation! With all the programs you have conducted for our customers, they consistently request your return."
T. Pasternak, Houston Title

ABOUT DONNA FISHER:

Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.

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TERESA BEHENNA

CHANGE

Think Opportunity

You've heard the statement "everything starts in the mind" but do you really know how to apply it towards today's economic conditions? Changing the way you view challenges is the beginning of the solution. Think opportunity. Look for ways to turn your hobby into a business, learn new skills in your current field or start exploring a new line of work you've always been interested in.



People are talking about Theresa...

"Outstanding! Theresa far exceeded our goals and expectations. Her customization was relevant to our group and she was both entertaining and inspiring. Her message on CHANGE has universal appeal."

Lisa Cobler, Associated Builders & Contractors

ABOUT THERESA BEHENNA:

This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.

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SUE PISTONE

ORGANAZATION

A Good Reputation

Give yourself a good reputation to live up to and then just do it!

It is simple, not easy. When thinking positively about yourself and your abilities you will enjoy life more every day.



People are talking about Sue....

"I come across so many people in business, Sue, and I wanted you to know that you are an extraordinary business person both in your cutting edge processes and your ability to execute a plan. Also, I wanted to mention that your associate is such a rare person in her ability to be ultra-professional, organized, diligent, and very kind all in one person. I can't express enough my appreciation for the interest that you all have shown to make things better for me."

Joe Foga, Owner, J F & Associated Companies Inc.

ABOUT SUE PISTONE:

Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.

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TOM BRITTON

SALES & MARKETING

Changing Careers

Chances are you'll enjoy more than one career in your lifetime. Maybe you'll be making that transition soon. If so, it may be time to reinvent yourself to become more marketable.



Just look at singing star, Madonna. She has reinvented herself at least 4 times in order to stay marketable.



People are talking about Tom...

"I waited to send you this letter to confirm the results. I have never had anyone do the research and tailor a program specifically to us as well as you did. My proof? We just had the best first quarter ever! A record for the team."
State Farm Insurance

ABOUT TOM BRITTON:

Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated ...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?

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WAYNE SPRINGER

LEADERSHIP

Ask Good Questions

Value your people by including the people on your team in on your decisions. Here's how: Ask good questions. Require their feedback. Listen intently. Accept all opinions. Avoid criticizing ideas.



Thank them for their ideas. Then make your decision. Even if they don't agree with your decision, they'll still feel included, and therefore valued.



People are talking about Wayne....

"Wayne's interactive presentation was both informative and profitable. His presentations are balanced with humor and memorable examples. I would recommend him to any group."

Pegi Newhouse, America Marketing Assoc.

ABOUT WAYNE SPRINGER:

When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.

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