

THE EXTRA POINT

BY JERRY ROBERTS



292 Two Tales of Customer Service

Two tales of customer service. Both eye-opening for different reasons. I'm Jerry Roberts and I'm about to reveal one experience that made me want to scream Hallelujah, and one that just made me want to scream. That's next, on The Extra Point.

I teach customer service to companies that want to improve how workers respond and the overall customer experience. Thus, I'm always thinking about service, always tuned into the stories people tell about service experiences they've had.

In the past week I've had two encounters of the service kind that were memorable. One was positive and the other negative. Both left a strong impression, the sort of impression that leads to decisions about doing business again.

I bought a piece of software for my company. It didn't cost much but would be useful once I figured it out. I installed the application and immediately had some questions on how to configure certain elements. I sent the creator those questions by email. One day passed, then another. No answer. Another email, no answer. I posted to their Facebook group. No answer. A second Facebook group message. Uh-huh, no answer. I sent a private message on Facebook, same thing. Finally, another email which took them to task for saying they were great at responding to customer issues. This one did get an answer. It took six days and in the web of 2019, six days is an eternity.

They guy claimed he was gathering data and wanted to wait until he was absolutely sure before responding. Okay, then taking 30 seconds to write a short email to say that would have solved the issue. I'd have sat back and waited. Most of the interesting applications being developed today come from small teams, in this case just two guys. I get it, every day is a long day and it's hard to keep up when it's only

you, or only a few who have to do everything.

Situation number two was at Cost-U-Less. My wife and I were getting a few things and one item had no price posted, so we hailed a young guy who eagerly went and got the item scanned. The price seemed unusual so he went and used a second source to check. He moved energetically, had great body language and acted like we were his only concern.

My wife asked for another item and it required that he go into the freezer. I'm halfway up the aisle and see this frigid air billowing out from where my wife was, turned the corner and could feel the freeze from about five feet away. A minute or so passed and out comes the guy, telling her they didn't have it. He went into the freezer wearing only shorts and the Cost-U-Less t-shirt, and he was shivering as he came out. Since I don't know if that violates policy that requires workers to wear more protective clothing before going in there, I'm not using his name here on the radio.

This young man owned the moment. He had decided to do whatever it took to make our visit successful. He was attentive, moved with purpose in his step, and got a bit uncomfortable in that freezer — all to get us what we wanted. That's how you make people want to come back, over and over. Make sure that today, you decide to own the moment with your customers. Trust me, they won't forget it.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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