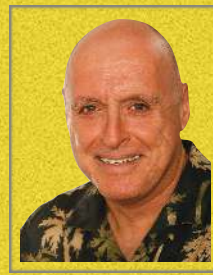


THE EXTRA POINT

BY JERRY ROBERTS



316 Making Customer Service Memorable

Can you remember a positive customer service event that happened to you, where how you were treated has stuck with you over time? I'm Jerry Roberts and I've got a tale to tell, next on The Extra Point.

When it comes to customer service Guam is pretty much like most communities under the American flag. It's a very mixed bag. A little of it is very good, a little more is bad, and the vast majority of service is just nothing special. And yet, there are people who, through sheer will of personality and the desire to help others, shine through all the mediocrity to make you glad you chose their company on that particular day.

In past Extra Points I've talked about the young lady at Payless who went out of her way to source some vegan ice cream. That's in episode # 127. Then the young man at Cost-U-Less who braved the uncomfortable chill of their big freezer, and went in without at least a jacket on to spend a few minutes looking for something my wife and I were after. You'll find that in Extra Point # 292. In both cases these people had a smile, energy, and a definite desire to go the extra mile to help. They were memorable.

When it comes to being memorable, the story I've told for 20 years happened to my wife and I in Saipan. We'd gone there to conduct one of our leadership conferences. When it was done and we were heading for the airport we noticed the gas tank needed filling or we would incur an extra charge in our rental car. The sponsor of the conference in Guam and Saipan was Shell so we found one of their stations and pulled up to the pump.

Out from the store came running a kid, maybe 20 years old, and he comes up to us with a huge smile on his face, "Thank you for coming to Shell, how can I help you!" That was a little unexpected, and I explained we needed just a few gallons to top of the tank. He thanked us, then ran full speed back into the store, then

ran full speed, smile on his face, back to the car and put in the gas. It was about \$15 and I gave him a twenty. He said "thank you sir" and ran full speed back to the store, got the change and ran full speed back to us. We are warching this track meet of an encounter play out with wide-eyed wonder. He gave us the change, thanked us again, with an even bigger smile and enthusiasm in his voice, then ran full speed back to the store.

When we got back to Guam I had to call Shell and tell the story. They knew who I was talking about and agreed that this young guy was one of a kind. He went out of his way to transform the most mundane of all things, a trip to the gas station, into an encounter that somebody might be telling — for the 500th time at least — to transform it into something memorable.

I don't care where you work or what you do, if you deal with customers you have the power, at any time you choose, to create a memory. You have the power to turn the mundane into the magnificent. It's not about loyalty programs or prizes. That stuff is good but everybody knows it's built into the pricing structure so we're paying for it. Nobody talks about those things. But they'll talk about the kid who spends the 15 minutes figuring out the ice cream, or goes into the freezer and comes out shivering, or the guy who runs at full tilt back and forth, with a huge smile and the kind of enthusiasm that screams, "I love my job!" Yes, we will remember that — and we will tell your story.

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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