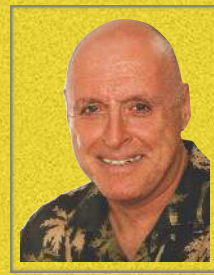


# THE EXTRA POINT

BY JERRY ROBERTS



## # 540 When Great Customer Service Comes Out of Nowhere

I've written about it for years. Talked about it on the radio, and knew it could be done. Yet, until a few days ago I'd never seen it done. I'm Jerry Roberts and I'll bet what I'm about to discuss has happened to you at least once, if you've purchased items online. We'll get to it, next on The Extra Point.

I was looking for a product online a few days ago, something to boost the immune system which I can't get here and couldn't find on any website. Not even Amazon or EBay. There was one more possibility and I tried it. When the page came up I didn't see any "Sorry" note, but to make sure I called the company.

An upbeat young woman came on and said they indeed had the product in stock. "It's here, I'm looking right at it."

"That's great," I said, "I'll put the order in right now!" I did so, entering all my personal plus credit card info. Then I got to the section where it asked for the shipping address. Maybe you know what was about to happen.

Guam wasn't listed as an option. I noticed Puerto Rico was in the list but not us, and that usually makes me just a tad surly. I groaned. I've been down this road so many times.

I'm usually told they'll pass it along to their tech team and maybe Guam can get added the next time they upgrade. Then comes the offer to ship to a family member or friend, and then they would mail it to me. Frankly, I hate that option and usually don't buy.

Most times now when I see this issue pop up I just move on. However, this was my only shot at the product, so I sent a note to their support email. After, that I went out to run an errand.

When I got home I saw I had a reply from them which said, "Sorry you had a problem with our system. It's fixed now so you make your order."

My jaw dropped. For years I have told service rep after service rep that this is often just making a simple tweak to the system, not major technical surgery. It got me nowhere, until now.

This guy had gone in, made the change and when I clicked on the country menu it now had two listings: the U.S. and Guam. Hallelujah! But there's more. I saw the shipping was a flat rate of 20 bucks, a lot higher than would be needed for a very light item.

I wrote back, thanking him for adjusting the shopping cart, then mentioned it might not require the \$20 to ship the product. I'd pay it but would it be possible for him to toss in a very small and inexpensive add-on that is worth maybe two dollars.

A few minutes later I get the response. Not only would he do that, he'd also add on other items as a bonus. Further, if I ever bought from them again, the shipping wouldn't be a flat \$20. He already had fixed that, too.

*If I ever bought again? I am going to make it my business to find something to buy again. That's the kind of service you reward, both in compliments and with more purchases.*

If yours is an essential service and you've got customers right now, or you'll start back up at some future point, it wouldn't hurt to think of ways you can "wow" the people who support your company. What can you do to make them very happy they chose you?

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

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