

THE EXTRA POINT

BY JERRY ROBERTS



1228 Being an Understanding Customer Can Bring Rewards

Have you ever been the victim of poor or indifferent customer service and rather than barking at the person who rendered the unsatisfactory service, you just let it slide and walked away — figuring everybody has a bad day once in a while and you're not going to make this person's day any worse than it is already? I'm Jerry Roberts, and I've got a story today that shows how such an attitude might be rewarded. That's next, on The Extra Point.

Customer service is a problem in America in general, and Guam is certainly a part of that. Most of the time, the bad service I get ends up here on an Extra Point. I ask questions of the service person and attempt to get a problem fixed, but I don't yell at them or berate them.

I caught a story about a TikTok user, Jontay Black, who went to Starbucks at the Raleigh-Durham International Airport, to order a strawberry-lemonade. Oops, the barista had a problem with his order, not getting it right.

Over and over, the strawberry-lemonade came out wrong. Black thought that was strange, as it wasn't a complicated drink. There weren't a lot of moving parts here. Still, it was wrong.

Black kept his cool and pleasant attitude. "Everybody has bad days," he thought, and he remained patient.

What was significant about that is Black wasn't having a particularly good day himself. He had been written up at work, and was a tad grumpy about it. Yet, he didn't launch into a tantrum against the worker.

It's a good thing he didn't. Unbeknownst to Black, a Starbucks executive was watching the whole episode unfold. When the drink order finally was corrected, the executive came to him and introduced herself.

She said she had watched the entire exchange

from beginning to end, and complimented him on his patient and polite demeanor. Then, she went a step further.

The executive handed Black a Starbucks gift card. I think most of us would have considered a Starbucks card for a free drink to be a nice gesture, and adequate compensation for the problem. Except, this was not an ordinary gift card. This card read "Starbucks for Life."

Black told his TikTok viewers, "She gave me a lifetime Starbucks card. I just go and swipe it. Swipe and swipe and swipe it," he said. The Starbucks for Life cardholders get one free drink or food item every day for 30 years. It has a book value of approximately \$57,000.

One of his followers commented that having a Starbucks for Life card makes him a great catch on the dating market — saying the card was definitely a great thing to add to a profile on the Tinder dating site.

Black was having a bad day, but he didn't lose it and hammer the Starbucks employee when she continually got his order wrong. He remained polite, and he was rewarded for it.

You may not receive a customer for life card the next time you're calm and understanding with someone who is getting it wrong. Perhaps your kindness will be returned by someone showing patience to you or a team member when you're in the middle of a service problem. Wouldn't that be nice?

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

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