



Customer Service

Enable and motivate your customer-facing staff to consistently deliver an exceptional customer service experience, uphold your brand image, [win customer loyalty](#) and help you improve profitability.

Customer service is a key differentiator no matter what business you're in, but particularly in the competitive retail marketplace. If you've got all your customer listening posts in place, and you've trained your staff in 'customer-centricity' but your CSI scores are still mushing, perhaps you need to look deeper.

Looking at both sides of the customer service equation You can listen to your customers, analyse issues and implement improvements, as requested, but unless you're listening to your employees as well, you're only half way to getting your customer service right. Employee voices are the other half of the equation, in understanding the real source of customer service problems and delivering the right solutions.

The customer experience, employee experience link Putting your customer relationships and employee relationships on the same level allows you to pinpoint opportunities for meaningful improvement and develop an integrated approach to designing a solution.

If your customers tell you that they value fast, friendly response to their problems, make sure your frontline staff are empowered to 'make the right call' on the spot at the local shop level, without getting three lines of management approval.

If your brand promise promotes 'valuing' customers, consider whether your internal branding promotes 'valuing' individual employees. You can't expect them to deliver caring, courteous customer service if the company culture is negative and mean-spirited.

The employee experience and the customer experience are actually two sides of the same coin, so leverage the connection. Understand, enable and motivate your front line staff to turn customer response data into meaningful customer service action.

