

Welcome

Wendi Brick, Founder and Principal

You and I have both had experiences where we see an employee roll their eyes when their phone rings or act less than enthusiastic when a customer approaches (or maybe we've done this ourselves once or twice). "What do *they* want?" is what the employee is thinking, and sometimes even what is said aloud.

It's perfectly natural to get frustrated when you are answering the same questions over and over, or when your customers are generally in a bad mood. Many service providers operate under very challenging conditions.

The key to offering world-class service is for each of us to remember that "they" (our customers) want just the same things as we do when we visit them in their place of business.

Being more aware of the four universal customer desires will help you shift the paradigm of feeling "interrupted" by customers during the day, to embracing each customer and recognizing that a customer need is likely the reason a particular job exists.

We will naturally provide better service if we keep this one thought in mind:

"I'm going to treat every customer as if they are my only customer."



Four Universal Customer Desires

1. To be treated with dignity and respect, like we actually matter. Greetings go far, as does a warm and friendly tone of voice. Thank a person for calling or visiting. Make eye contact. When it's appropriate, smile.
2. To have some control over the situation when we feel helpless. Most people do not like to be told what to do with no choice in the matter. Examine your role and look for ways to offer some options.
3. To be understood and heard. When you have a problem, you want to be sure to speak with an expert who can resolve the issue. Let your customers know you do understand by paraphrasing back, and that you'd be happy to help them solve the problem.
4. To have the issue resolved. Good service is fast service. Look at your own daily processes – is there any way to speed up process times or resolution decisions? Your customers will appreciate your quick responses.

Looking at service in this way will help you achieve the goal of providing outstanding service to every person every day.

CSA News

Wendi Brick nominated for
"Entrepreneur of the Year"
Carlsbad Chamber of Commerce

"The Science of Service" reviewed
in the San Diego Business Journal
February 14th Edition

"Privatizing a Bit of the Public Service Ideal Is
Good for Business"
link at www.theCSAedge.com

***"The Science of Service:
Six Essential Elements for
Creating a Culture of Service
in the Public Sector"***

Available Now at
www.TheScienceOfService.info

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We look forward to hearing from you!