



News
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CUSTOMER SATISFACTION AND LOYALTY: A MATTER OF CORPORATE CULTURE

Dear Madam and Sir,

Increasingly, customers are using social networks as an important channel to find, receive and communicate information about the products and services they use. Today, customers are more demanding, critical and better informed than ever before. And many customers are no longer cooperating. They're defining their own perspective on companies and brands, a view that's often at odds with the image a company wants to project. With the emergence of social networks, the power shifts from the company to the consumer as the masses are able to channel and exert their influence.

Today, customers have more choices than ever before. Loyalty, therefore, must be earned with each and every customer contact. It is not only about putting up a fancy vision statement that says "We strive to provide excellent customer service", because this becomes useless, without the proper strategies and training to support it. Loyalty and trust come from your customers experiencing consistent levels of great service – every time they have any contact with you – whether it's on the phone, face to face, or via online experience. Delivering great service once isn't difficult. Doing it consistently is a much greater challenge.

Companies must adopt customer-focused business strategies to gain competitive advantage. Customer experience is the battle ground, and you can't win with a culture that doesn't truly embrace the concept. Good customer service leads to customer retention. It is simple and straightforward. Most customers will continue to do business with a company that responds to their needs and interests. Great customer service, therefore, aims to provide customer satisfaction.

Your employees decide whether your business grows or fails. Their attitude, skill, and knowledge are the most important aspects of providing good customer service. Excellent customer service requires motivation, politeness, effective listening and communication skills. True loyalty involves an underlying psychological state, a strong bond of emotional engagement. To reach customer loyalty and trust you must allow your front-line staff to develop their knowledge and techniques to interact effectively with customers.

How do your employees go about forming such a relationship with customers? Are they making a good first impression with a customer? Are they prepared to influence this first impression positively? Do they know how to build a strong, trustworthy customer relationship? Are they competent in using de-escalation strategies to handle difficult customers or complaints? Are they prepared to negotiate successfully with many different types and characters of people in many different business situations?

If you have identified crucial performance gaps of your employees, you should make customer service a priority by strengthening the professional and emotional skills of your front-line staff. The experts of MFB Resultants will help your employees improve their customer contact skills so that your business grows and your employees feel good about the contribution they're making.