September 29, 2020

Todays Note: everyone please read…….. (((sign and return this to the office please)))

Dear all:

First let me again thank those who recently expressed their concern for our family with the loss of our Kiki. She touched many and the kindness keeps rolling in. Thank you.

Speaking of kindness; This is a good time to reflect that we are in a customer service business. Over the past several weeks we have received a number of customer service type complaints regarding those who are working with us. It is never easy to speak to these irate customers. We spend the time to listen to their complaints and try to understand where they are coming from with their issues.

Naturally all the issues are unique. Some are complaining that they wanted certain type of bills, several have come in that they are being mistreated because of some slightness they felt because they are being treated unfairly. These are either because of their race, their gender, their disability. Other complaints are the result of the employee not listening and being short with the customer. And yet others state that the employee refused a transaction because they were on the phone. – while the employee themselves took a call during the transaction. There are more and different but one thing is ringing true in all of them.

The one underlying factor that all these complaints have in common, which we are able to draw from hearing the details, is that they are not getting good customer service. This is hard to accept as this is the basis of our existence within our business. We do not have products. We are not the only locations which these people can choose to do their business. There are now more alternatives than ever. To that end, what makes us stand out is great customer service. Everyone must strive to do this with every customer.

They all, our customers, deserve respect. They deserve our attention. They deserve to have us hear out their issues. They do not expect to be treated like “cattle” as one person recently put it.

Everyone please stop for just a moment and think about how you are addressing our customers. How are you being seen. Is there a greeting when they arrive? Is there a sincere thank you at the end? We do not have to be best friends but we must be respectful, attentive, empathetic, and professional. Customers will return to a location when they feel heard, respected, and will trust that the transactions will be done in the best way when they know that the person listening to them has their back. Let’s all encourage ourselves and co-workers to be that person!!!

Is there happiness in your voice or are you monotone? It matters on how the transactions will begin or end right from the word hello said in the best way possible. Hear the person and be with them for the transactions. Stay off your phone, ear phones, buds, wrist, during the transaction as they will feel that they are second class. Besides everyone knows we do not allow phones at the window.

Without customers, we are not in business. Treat them like the important people that they are!

Any Questions feel free to contact the office anytime. Love CFE