

BRIDGES to the Customer's Heart

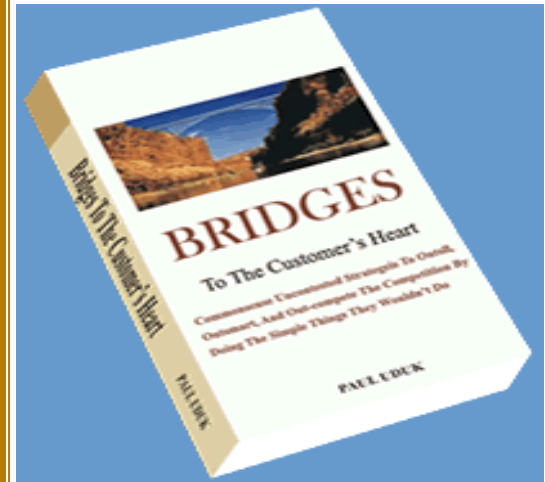
Serving the Customer with *Passion,
Agility, and Care*

Outline

- Why BRIDGES?
- The Seven Pillars of BRIDGES
- Bridge One - *Modeling The Service*
- Prime Service Strategy
- Developing a Quality Mindset

Why BRIDGES?

- Why BRIDGES?
 - Keeps all of us alive and alert to our CRUSADE on achieving CUSTOMER INTIMACY
 - Shares proven practical tips on how to DELIGHT our CUSTOMERS
 - Tell stories of companies that SUCCEEDED and FAILED simply due to their CUSTOMER SERVICE ORIENTATION



The Seven Pillars of Bridges

Bridges To The Customer's Heart



Commonsense uncontested strategies to outsell, outsmart and out-compete the competition by doing the simple things they wouldn't do

Part 1:

Modelling The Service-service Strategies & Tactics

Bridges To The Customer's Heart



PART 1:

Modelling The Service-service Strategies & Tactics

There are 28 bridges that highlight these Strategies and Tactics

1. Know Your Customer
2. Pursue Cradle to Grave Customer Strategies
3. Add Value to the Customer Everyday
4. Treat every customer as a partner
5. Have a customer satisfaction director
6. Focus all decisions on the customer
7. Train your customers internally provide on-going customer service training
8. Find out what your frontline staffs know about customer service
9. Spend all your working time with the customer
10. Keep promises to customer
11. Don't promise the customer what you cannot deliver
12. Guarantee your customers satisfaction
13. Reappraise your relationship with customer everyday
14. Strive to be customer driven
15. Hold managers directly accountable for service quality
16. Man the frontline regularly to change your mentality about customer service

PART 1:

Modelling The Service-service Strategies & Tactics

There are 28 bridges that highlight these Strategies and Tactics

17. Don't fake love for the customer –he will know

18. Know that every customer is unique

19. Treat all customer fairly

20. Be consistent with the customer

21. Banish bureaucracy

22. Provide excellent service to the next staff, he is also a customer

23. Ask the customer what you can do to enrich the relationship tomorrow

24. Completely predictable when it comes to customer service

25. Don't praise yourself, let the customer praise you

26. Don't ever in your life tell the customer I don't know"

27. Charge the customer fully for you excellence service-he will gladly pay for it!

28. Take care of the customer and everything else will take care of itself

Prime Service Strategy

Bridge One

Know Your Customer!

We live an era of over supply so
customer is indeed the
KING

"The race for the most valuable customers is on. *Everybody everywhere wants your most valuable customers and will approach them from all channels and geographies in ways unimaginable just a few years ago. So, like it or not, yours is a global enterprise.*"

—Martha Rogers



Be the Exception

Pursue Cradle to Grave Customer Strategy

- Know the philosophy of the Japanese

Toyota's philosophy is "Customer first,
dealer second, company third."

Great companies that stumbled - Xerox



Add Value to the Customer Everyday

In his *Thriving On Chaos*, Tom Peters lamented the lackadaisical attitude of almost all American companies.

*Buzzel & Gale posit that
"Value is the relationship between quality and price".*

The person that has got high quality at a low price has got better value than the one that has got average value at a high price.



Treat Every Customer as a Partner

"Every person knows at least 250 people. If I turned off just two people a week out of all that I see, there would be 70,000 people, a whole stadium-full, who know one thing for sure: 'Don't buy a car from Joe Girard.'"

-Joe Girard

"When you treat a customer so well that he or she goes out and tells five friends how great it is to own your product – that's when you are doing it right."

Scott Cook



Quality Begins at the Boardroom: Have a Customer Service Director

"Top management hold the key to quality. Quality is made in the boardroom."

-Deming

Every senior person is a director –
Supervisors, Managers, Group Heads, etc. must lead by example.
Never walk past a shoddy job, or a piece of paper on the floor.
Practice MBWA!



Focus All Decisions On The Customer

- ▣ The Trustee Savings Bank (TSB), as told by Peter Ellwood. - their mortgage loan clients were required to complete five forms covering 167 questions!
- ▣ The author's experience trying to buy traveler's cheque. No bank was willing to sell.
- ▣ The author's experience having to sign traveler's cheque a whopping 150 times !
- ▣ Send your customer "*a set of towels, a box of cakes, and sincere apologies*" when you mess up!



Spend All Your Working Time with the Customer

- You've done it right when you impact lives and receive tons of commendation letters for your effort– See Chris Victor's letter to author – pp39



Keep Promises to the Customer

- The Nordstrom tire story
- Contrast Papa Azeez the carpenter as anti Nordstrom



Guarantee Your Customer's Satisfaction

"Return anything you buy from us at any time if it is not completely satisfactory."

-LL Bean: 1912

"The two most important words I ever wrote were on that first Wal-Mart sign: 'Satisfaction Guaranteed.' They're still up there, and they have made all the difference."

-Sam Walton

"Exceed your customers' expectations. If you do they will come back for more and more."

-Sam Walton



Be Customer-Driven

“If you can’t please your current customers, you don’t deserve new ones.”

-Scott Cook

“Putting total quality into practice is not for the faint hearted.”

- Bro Uttal

“Any service organization that pays too much attention to profit deserves to fail.”

-Marvin Bower

The Eleventh Commandment:

“Love thy customer.”

In MBNA every executive attends to customers and answers calls for four hours every month.



Banish Bureaucracy



- National Assembly
- Don Valentine story
- South West's expansion to Little Rock
- Things you should never tell a customer – pp 81

“Retaining the spirit of entrepreneurship is accomplished primarily by defying tradition, challenging orthodoxy, breaking up the old, selecting niches, and recognizing that bureaucracy and success are irreconcilable.”

- Drucker

Little Things Matter

- Be predictable – Nandos
- Don't praise yourself – Samsung
- Be hungry for success – Samsung, Toyota
- Don't cut corners – Toyota's recall
- Things you should never tell a customer – pp 81



Developing a Quality Mindset I

- Stew Leonard Story
- The Fred Shea Story
- The Spectrum Story
- NIPOST Story
- Put the Customer First: Nigeria Airways vs British Airways



Developing a Quality Mindset II

Stories of Passion for the Customer

- Joe Girard
- Frito-Lay
- Honda worker
- Jack Welch



Developing a Quality Mindset III

- What A Ford Manager in California saw
- Art Huskey - the Care Dimension of Quality
- Heroic Stories – US Airways Airline
- Delighting the Customer-Nordstrom, Verifone Stories
- The stranded bank teller
- The South West Airline Story



Developing a Quality Mindset IV

- Don't do in Rome as the Romans do – Carl Sewell
- Stew Leonard – The Customer is Always Right
- Pheidippides/Chinelo Nduba
- Customer for Life-Toyota
- The business equation: No Customer=No Sales=No Business
- Mystery Shopping



Developing a Quality Mindset V

- ▣ Take Action - Nadia Comaneci, IBM
- ▣ Pursue Perfection: Quality = 100%
- ▣ Best ideas come from the customer: the OMO/Sony Walkman Stories
- ▣ Pick the brain of your customer: The Lexus Story
- ▣ Borrow ideas-Carl Sewell Story
- ▣ Crawl on Your Knees – the Intel Story
- ▣ Know what your customer likes – Patrice Nagazawa and her customers



Epilogue

- *"We are not seeking to be 1,000 per cent better at any one thing, but 1 per cent better at 1,000 things."*
- *"It is now inevitable as well as urgent and it will not be easy but its possible."*



100%
POSSIBLE

About the Author

- MR PAUL is passionate about changing Nigeria's service delivery landscape through Service Excellence and considers his life's mission as the entronement of EXCELLENCE EVERY DAY (EED) mentality in every organization in Nigeria.
- When business leaders invite MR PAUL to their office they ask their personal assistants to doubly check to ensure there are no cobwebs in the hidden corners because MR PAUL will see.
- In service, MR PAUL says, you're either consistently hot or consistently cold, there is no middle ground. In short, when business leaders encounter intractable customer service problems they turn to MR PAUL.



Questions



Thank you!

