

Title:

Good Experiences Come Back 10 Fold

Word Count:

604

Summary:

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Did you find that looking through the phone book just doesn't give enough info and searching online pops up to many unreliable, irrelevant leads? Either way, I personally find it hard at times to find quality, fast reliable service.

For instance, I thought word of mouth was the best way to get what I am looking for. So...

Keywords:

Article Body:

How many times have you needed to call for a service such as carpet cleaning? Mechanic service? How about a more serious issue such as a flood service?

Did you find that looking through the phone book just doesn't give enough info and searching online pops up to many unreliable, irrelevant leads? Either way, I personally find it hard at times to find quality, fast reliable service.

For instance, I thought word of mouth was the best way to get what I am looking for. So I talked to a friend when my car broke down. "Sure" she said, I know just the place. After agreeing to pay a ridiculous price for a fast turn around, I thought money talks, right? Not in this case, 2 weeks later my car is still in the shop and the price has doubled.

Well after explaining that I found the part myself for half the price they were charging, I would just have it towed to my location to fix it myself. I am quite handy and knew how to fix the problem, but I was going to pay so that I would not be under the hood when I needed to be out working. Trouble is I work from that vehicle and after 2 weeks you can get pretty hungry with no income.

After the manager found out that I was taking my vehicle, they cut the price in

half and I agreed to let them try again. We will see how that turns out. The point that I would like to make is that I see it all too often. I see companies take on more work than they can handle or put the same person on the back burner over and over again. I am a victim of that and it feels terrible. Do you think I will send them any biz?

When I started my company Moore Services in 1997, I knew that word of mouth is the most respected advertisement and I wanted just that, a respected name that my customers could count on. From the first day of business, and even now my goal is to build a solid customer base of repeat satisfied customers. Now I have pride knowing that I still have many of my first customers all because of situations that had a negative impact on me. What I mean by that is, I knew I didn't like to be ripped off or taken advantage of and I sure don't want a single one of my customers to feel that way either.

Sometimes you just need a fast response and hope for the best after making one phone call. I spend each day making sure that all of my customers feel that calling me is in fact that one call they can trust time and again without a doubt if they need me. If you or a friend run a company, remind yourself of the frustrations you deal with and turn the situation around to make positive impressions and experiences for your customers. They will thank you 10 fold I promise. Try to confront every frustration as a new learning experience share a smile knowing that you would never do that to a friend or a customer.

For every bad day you have, make someone else's day a good day by giving them a no hassle experience. Remember, it comes back 10 fold maybe even 20 if they have that many friends and relatives. From 1 to 10 to 100 to 1000. Now that is a lot of happy customers from just 1 happy customer. Just imagine if you gave them a negative experience.