Customer Satisfaction / Customer Support

Customer Satisfaction - Customer satisfaction is a term to describe how products and services meet or surpass customer expectations.

The most important asset of our company is our customers. Satisfied customers pay their bills, recommend us to others, and return for repeat business.

You are chartered with the highest expectation for customer service because you are on the front line. You are the first impression the customer has of the company, and based on that impression, the customer will presume what kind of service he/she will receive.

Customer service is the sum of actions performed to provide a service or product.

Customer experience is a long term feeling based on customer service.

Customer satisfaction is the final evaluation of the service and experience.

Based on the service and the experiences, the customer may be satisfied or unsatisfied.

Ways to ensure customer satisfaction:

* A positive attitude
* Genuine interest, not acting bothered to have to help
* Have the right knowledge of the product or service
* Know the job (If you're constantly asking someone what to do, that person would just as soon be serviced by the person you are asking, rather than dealing with you.)
* Know the process for purchase
* Respond promptly to questions, concerns, and complaints.
* Follow through – if you say you’ll be right back, then be right back. If you say you’ll find out, then find out. IF you can’t find out, then report that anyway. Never leave the customer wondering where you are or what’s happening.
* Be proactive
* Behave appropriately – you’ll behave differently to a 75y/o woman than to a 12y/o girl.
* Say please and thank you.
* Ask if there is anything else they need or want.

Surveys show that customers place importance on the following:

1. Performance
2. Features
3. Service
4. Warranty
5. Price
6. Reputation

We should not assume you know what our customers want. Instead, it is important to understand the needs of the customer. Using tools such as customer surveys, focus groups, and polling we can gain insights as to what our customers want and better tailor our services or products to meet or exceed their expectations.

Feedback on customer satisfaction can come from:

* Comment cards
* Questionnaires
* Surveys
* Focus groups
* Phone calls
* Website submission
* Employee feedback
* Customer complaints

Customers rarely comment for no reason. The sometimes comment when things go very well. They nearly always comment when things go very wrong.

Employee feedback is important because only 1-5% of customer complaints reach upper management where policy changes can result in improvements. 20-40% of complaints are given to the first line employees (i.e. customer service reps) and go no further. 40-80% are never reported, but people just take their business elsewhere.

Customer support includes all of the services provided to resolve issues, problems, and complaints.

Customer support can make or break a relationship. If a customer is contacting support, it means he/she are trying to resolve an issue to continue to be a customer. It’s like in a marriage, if the couple are still fighting there’s communication, if there is silence, then there’s no relationship.

Our customers have a relationship with us. They patronize us because they like use, feel comfortable with us, and trust the service(s) we provide. They are contacting customer support because they want to continue to be a customer, they want the relationship to work. If customer support cannot or does not resolve their issue, problem, or complaint, then it damages the relationship and they are likely going to go somewhere else. Getting them back becomes an inordinate challenge.

Customer support can include:

* Complaint hotline
* Customer complaint representative
* Troubleshooting
* Website support
* Account support
* Technical support
* Refunds and payment correction
* General information

Service recovery includes the actions taken by customer support to rectify and resolve a negative experience or complaint by a customer. The paradox is that the data shows customers who have a successful resolution, actually become more satisfied and loyal customers. This is because people have egos and want to feel important, special, and accommodated. Making a fuss over a customer to make them happy is a huge ego boost to people.

To review:

Customer service includes:

* Customer service – actions
* Customer experience – feelings about those actions
* Customer satisfaction – positive or negative assessment of feelings of experiences
* Customer support – the services offered to resolve issues, problems, and complaints.